



## Shorenstein Pier 27-31 Project Now Dead



*The Shorenstein/Farallon group has let their development rights to Piers 27-31 expire.*

BY JUNE A. OSTERBERG

The BCNA newsletter called the Piers 27-31 proposal "Volatile" in its Winter 2007 issue. Now the project is dead.

It's back to square one for the Port's prized piers.

Many problems sent the Mills Corporation and the Mills Mall back to Virginia in 2006.

It was the local Shorenstein/Farallon partnership that took over the right to negotiate with the Port, and now that group has quietly left the scene in favor of developing Piers 30-32.

This also means that the Port has to go it alone in turning Pier 27 into a first class cruise terminal for the San Francisco waterfront.

John Doll, the Port's project manager for the Pier 27 project, said that SF Piers, LLC (Shorenstein Properties, LLC and Farallon Capital Management) allowed the Eighth Amendment of their Exclusive Negotiation Agreement (ENA) to expire in late September.

Tom Hart, executive vice-president, Shorenstein Realty Services, said that the Shorenstein/Farallon partnership is concentrating on developing an offices project for Piers 30-32. He said that it is still in its planning stages. In July there was mention of a large park that might go there.

That location has three sides, and at least one of them eventually could be used for a "tertiary" berth, he said. Previously there had been a financial tie-in between the two Port properties--Pier 27 and 30-32 in the planning.

In respect to making offices the "economic engine" for the Shorenstein/Farallon development plan for Piers 27-31, the California State Lands Commission advised Monique Moyer, executive director of the Port, in a letter November 17, 2006:

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## BCNA Adopts Developer Guidelines

BY JUNE A. OSTERBERG

The Barbary Coast Neighborhood Association is one of the city's younger organizations, but now it is the proud possessor of Development Review Guidelines--a must for desirable neighborhoods.

The Guidelines were developed by the Waterfront Action Committee for "assessing the impacts of proposed developments" within or adjacent to the Barbary Coast Neighborhood.

They are the product of months of work by Board Member Jonathan Middlebrook and Committee Member Jan Holloway, and Diana Taylor, Chair and Board Member Felix Rodriguez. The Guidelines were approved by the BCNA Board at its September 25th meeting.

Under "A General Statement of Principles," the guidelines states that the BCNA "supports development which contributes to a vibrant, sustainable neighborhood: quality housing

(rental and owned), local service businesses, enhanced public transit, and a pedestrian friendly environment."

The topics include Planning and Zoning, Environmental Impacts on Neighborhood and City (including Transportation and Parking), Land Use, Design and Aesthetics, Recreation Projects and Development Priorities.

Jan Holloway said, "Hopefully the principles will prove worthwhile in working through issues generated by the ongoing competing interests of residents, tourists, established and prospective businesses and institutions."

The complete document may be viewed on the BCNA website--[www.BarbaryNeighbors.org](http://www.BarbaryNeighbors.org). Developers may use the form to present plans to the BCNA Waterfront Action Committee, according to Bill Sauro, President.



## BCNA Candidates' Forum Helped Educate Local Voters

Regardless of who is elected (or was elected if you are reading this after Nov. 4), the Barbary Coast Neighborhood Association's District 3 Supervisors Candidates' Forum held Wednesday, Sept. 10, 2008 at KGO-TV was the kind of event that demonstrates the importance of a vibrant community organization.

All eight major candidates for Supervisor in District 3 attended the standing-room-only event which was moderated by Carolyn Tyler of KGO-TV News. Common questions were asked to all eight candidates. Then the evening was opened up to questions from the audience and the Board of Directors of the BCNA.

"We've received dozens of congratulatory messages and 'thank you's' from our neighborhood constituents," said Bill Sauro, President of the BCNA. "It's the kind of event that makes all our volunteer efforts worthwhile."

A few days after the Forum, the entire event was available for viewing on KGO-TV's website, thanks to the efforts of KGO General Manager Valari Staab, who early in the process offered not only space for the forum, but extensive manpower to record the event and make it available on-line to those who could not attend.

"I think our forum gave the candidates the most exposure of the many that were held these past few months, and gave them the best opportunity to 'be themselves,' " said Sauro.

"We also hope that those who attended will consider joining the BCNA, if they are not already members," Sauro added.



## Muni Changes Planned For Barbary

The San Francisco Municipal Railway's Transit Effectiveness Project (TEP) has made a number of recommendations regarding Muni service in our neighborhood.

Among the more significant are a proposal to increase the F-Line street car service during mid-day to peak levels and establish an E-Line street

car that would run from the Cal Train station to Fisherman's Wharf. Here is a Table of the proposals affecting the Barbary Coast:

New Service/Major Re-routing	
E	Caltrain to F. Wharf: possible extension to Ft. Mason
9L	New Limited from Ferry to Bayview
Extended/Expanded service	
F	Peak service shifted to midday, possible extension to Ft. Mason
J	More frequent at peak periods
L	More frequent at peak periods
N	More frequent at peak periods
1	More frequent at peak periods
1AX/BX	More frequent at PM peak period
14	More frequent all day
21	More frequent at peak periods
38L	More frequent and all day; proposed BRT
Discontinued Service	
10	Replaced by 11, new routing of 12
12	Replaced on Embarcadero by E line

TEP is the first comprehensive effort in over 25 years to review Muni.

Ultimately, the San Francisco Board of Supervisors will need to approve the TEP recommendations. But they can only be voted up or down, with no modifications permitted.

## Shorenstein Project Dead

*(Continued from Page 1)*

"Various aspects of the development proposal pose serious questions about the project's consistency with the public trust and with the Burton Act, the statute giving the waterfront to San Francisco.

"Uppermost is the amount of private office space to be included."

Meanwhile, regarding the Port's project to get the ball rolling on a new cruise terminal for Pier 27, the Port Commission in August approved a contract with Cochran, Inc. for installation of shoreside power equipment at the pier at a cost of \$3.2 million. Doll said that the power should be implemented in late 2009.

Doll said the Port has \$20 million in the kitty in a restricted account for its plan to convert Pier 27 to a world class cruise terminal.



June  
Osterberg's

# On The Waterfront

Pier 1 is not the first number of our waterfront's historic piers. The fraction 1/2 is.

**Pier 1/2** is located south of Pier 1 and north of the Ferry Building, and has no bulkhead or shed but merely open space--which naturally won it the job of parking cars.

Now it is the subject of much planning and a continuing place on Port Commission agendas because about 70 years of wear and tear have left it in bad shape and too risky to keep using. It was barricaded and officially closed as of September 15 while decisions are being made about repair or demolition.

Creegan + D'Angelo, infrastructure engineers, determined that repairing the pier and seismically strengthening it would cost \$3.6 million. Port Executive Director Monique Moyer's July 2 memorandum concluded: "If such repairs could be made, Staff has not identified any source of funding for the repairs."

Nonetheless, negotiations between Byron Rhett, the Port's Deputy Director of Planning and Development, and Harout Hagopian of Equity Office Partners have been under way for months.

Meanwhile, Port staff members have been identifying other nearby parking places for Farmers Market and Ferry Building shoppers.



Good news on the Unwelcome Development Front.

Some five years ago Douglas Rosenberg, owner of **55 Francisco**, an eight-story office building just off The Embarcadero, proposed to build three more floors containing

51 luxury condos atop the adjacent three-story parking garage.

Several hundred neighbors and merchants reacted by creating a grass roots campaign called "STOP 55 - Protect Our Waterfront."

When the city issued a Preliminary Negative Declaration, Stop 55 members wrote dozens of letters to appeal the PND, after which the city planners withdrew the challenged PND and stated that an Environmental Impact Report would be required.

Recently opponents of the project were delighted to learn that 55 Francisco had been sold and that the development would not go forward. Vedica Puri, former president of the Telegraph Hill Dwellers and a near neighbor, said that the new owner KBS Realty specializes in property management of high occupancy buildings and intends to keep 55 Francisco the way it is.



Jonathan Stanley is the new executive director of WETA, the San Francisco Bay Area **Water Emergency Transportation Authority**. It was established by SB 976 to improve the ability of ferries to respond in an emergency.

On October 1st Stanley gave a presentation to NEWAG, the Port's Northeast Waterfront Advisory Group, in which he said that all ferry service, excepting only Golden Gate, will be under WETA by July 1, 2009.

WETA's first two 149-passenger vessels are nearing completion at a boatyard in Washington State. *Gemini* is scheduled to be delivered in December, followed by *Pisces* in

March, Stanley reported.

He said the ferries are 25-knot catamarans and are very clean. When they arrive they will be used as "spare" vessels when needed in existing service. More will be built as funding becomes available.

Three BCNA Board members--Carol Parlette, who represents Golden Gateway Commons, Diana Taylor for BCNA and Joe Wyman of Hornblower Cruises--are members of NEWAG.

For more information, visit the website at [www.watertransit.org](http://www.watertransit.org).



The second in a string of new restaurants in the Barbary Coast is set to open to the public on Oct. 22. **Zinnia**, the creation of former Myth chef Sean O'Brien, is putting the finishing touches on the old Scott Howard location at 500 Jackson St.

**La Mar Cebicheria Peruana** at Pier 3 is doing excellent business and shortly **Quince** will be opening in the former Myth space at 470 Pacific St.

Also in the pipeline--the recently-closed Les Amis at 568 Sacramento Street will soon re-open as **Wexler's** to be run by former general manager of Levende, Matt Wexler.

Plus, **Lettus Organic Cafe**, has taken two adjacent restaurant spaces in Pier 3, while Russell Jackson, also known as the Dissident Chef, should open **Lafitte** on Pier 5 by January.

And finally **Taverna Aventine** will soon be open in a newly-built space at 582 Washington Street near Columbus Avenue, across from the Pyramid.



*The Star Princess loads passengers at Pier 35 after a retrofitting at the new drydock facility at Pier 70—the largest floating repair drydock facility in North America.*

## Port's Seawall Lot 351 RFP Results Awaited

By June A. Osterberg

Several projects proposed by developers for the northeast waterfront have generated heated controversy. Probably none has had more passionate opposition than the proposal called "8 Washington Street."

The Port did, however, provide a respite from the intense battle when it issued an RFP (Request for Proposals) for development of Seawall Lot 351, a key element in the developer's project.

The defenders have been awaiting the results of the RFP with bated breath, according to Lee Radner, chairman of Friends of Golden Gateway (FOGG). Kathleen Diohep, the Port's project manager, suggested there might be three or four submissions.

At stake is the 40-year-old Golden Gateway Swim and Tennis Club at Washington and Drumm Streets as well as Seawall Lot 351, which is Port property.

San Francisco Waterfront Partners (Simon Snellgrove) touched off the uproar in early 2006 when it proposed a combined mixed-use project featuring a 520 parking space underground garage and two 84' luxury condo buildings—one right on The Embarcadero.

To proceed with his plan Snellgrove would exercise his option to purchase the 2.2 acre site of the Club and to procure a long term lease of SWL 351 which has 358' frontage on The Embarcadero roadway.

The developer asked the Port to enter into a public-private partnership, and it appeared that the project had clear sailing--until many acrimonious meetings convinced Port staff that an RFP would determine if there are competitors for the seawall lot.

FOGG and others did permit themselves some smiles when it was reported that Snellgrove had expressed interest in the Port's major plans for Pier 70 that could divert his attention from the long simmering local plans.

When asked about Pier 70 Snellgrove said, "I think it's the greatest waterfront property left in the city."

## Mega-Ship Star Princess Pays Visit to Port Drydock, Pier 35

By June A. Osterberg

The Star Princess, a *mega* cruise ship, lived up to her name when she sailed into the Bay in late September. On her first visit she went right into drydock—now better than old times—at Pier 70.

The Port of San Francisco's greatly improved Drydock #2 at Pier 70—the largest floating repair drydock in all the Americas—was ready for her.

Princess Cruises, the Port's biggest cruise customer for 20 years, is a major reason the drydock could take care of the 952-foot, 118-foot wide, 109,000-ton Star Princess. The company played a pivotal role, along with the Port and BAE Systems, the shipyard operator, in upgrading the drydock.

The \$5 million project to expand the drydock's capabilities was completed in the summer.

BAE San Francisco Ship Repair has a 30-year lease with the Port.

With its greatly enhanced floating drydock, BAESFSR can provide ship repair, modernization and conversion to the largest ships. More than a thousand skilled workers and laborers were employed in remodeling and maintaining the Star Princess at a cost of upwards of \$28 million.

This was the first important part of the Port's master plan to preserve and rehabilitate the 65-acre Pier 70 site, which is just south of Mission Bay.

The Star Princess will be seen many times in Bay waters. She can carry up to 2,600 passengers in 1,296 passenger cabins, with 1,150 crew members. She was built by Fincantieri in Monfalcone, Italy in 2002

Kudos to Princess Cruises, BAE Systems and to the Port for restoring the Port of San Francisco's traditional reputation for ship repair, newly geared to attracting the world's largest cruise ships.

# BCNA Considers Forming Community Benefit District

Community Benefit Districts (CBDs) seem to be contagious. They are sprouting up all over San Francisco. One of the newest, the Greater Downtown CBD proposes to cover an area bounded by Washington, Kearny, and Market Streets. An associated South of Market CBD could cover a square area bounded by Market, the Embarcadero, Bryant and Second Streets.

The San Francisco Chamber of Commerce is spearheading the Greater Downtown CBD, and at one point the Barbary Coast Neighborhood Association considered joining the downtown group.

“But it soon became apparent that our geographic area was much more diverse and extends all the way to Bay Street in the Northeast Waterfront, so it was not a logical fit,” said Bill Sauro, President of the BCNA.

Instead, the BCNA will be doing a study to determine if creating our own CBD would be advantageous for our residents and businesses.

A Community Benefit District offers property owners, residents and businesses added services, funded by a special land parcel tax. These services can include:

- Cleaning of the public rights of

way, sidewalks and gutters

- Steam cleaning of the sidewalks of the district
- Additional removal of trash and bulky material
- Security services over and above the services of the local police force
- Installation of security cameras
- Parking services or transportation related services
- Economic development
- Special lighting
- Business attraction and retention and structuring a proper commercial mix
- Planning, zoning and land use issues
- Graffiti removal
- Advocacy
- Administration and advocacy on behalf of business districts or neighborhoods
- Beautification and decorations
- Tree maintenance, planting, watering, etc
- Marketing and promotion (in business districts only)
- Special community or neighborhood fairs, festivals or events
- Public space development and management

One question that many might ask is, “Why would anyone want to pay more money—isn’t the City supposed to be providing these services?”

Cities in the U.S. tax their citizens through a number of means--property taxes, sales taxes, hotel taxes, enterprise taxes, and special revenues.

They then allocate those revenues to deliver general benefit services--police, fire, transportation, sewer, water, planning and zoning, streets, lighting, social and cultural affairs, environmental issues, trash and refuse, housing, etc. These services typically do not respond to the special needs of a given neighborhood or business district.

“General benefit” services are normally delivered “curb to curb,” while CBD’s deliver services “curb to property line.” Since people normally don’t walk down the middle of a street, what they experience on their sidewalks are what shape their images, positive or negative, of a specific district or neighborhood.

At a time of huge local, state and national budget deficits, it is expected that general services will, in fact, be reduced. CBD assessments can provide the services each and every business district and neighborhood wants, but will not be funded by the City.

**YES!** I’d like to become a member of the Barbary Coast Neighborhood Association for 2009.

I understand that my annual dues will help preserve and protect the Northeast Waterfront of San Francisco.

**Type of Membership Desired:** *(Please check appropriate box)*

- |  |   |
|--|---|
| <input type="checkbox"/> Resident Membership..... \$25 | <input type="checkbox"/> Company Membership                 |
| <input type="checkbox"/> Family Membership..... \$35   | <i>(10 or more employees)</i> .....\$150                    |
| <input type="checkbox"/> Company Membership            | <input type="checkbox"/> Sponsor .....\$500                 |
| <i>(Fewer than 10 employees)</i> ..... \$50            | <input type="checkbox"/> Friend of Barbary Coast ..... \$25 |

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*We will never share your email address with any entity and only use it for official BCNA business.*

**Mail check for membership dues and this form to:**

**Barbary Coast Neighborhood Association**

640 Davis Street / # 28 / San Francisco, CA 94111



## President's Perspective By Bill Sauro

Depending upon when you read this, our 2008 Election for national, state and local offices will be upon us. We're pleased that the Barbary Coast Neighborhood Association was a part of the process on



Sept. 10 when we held our Special Forum for Candidates running for San

Francisco Supervisor in our District 3 at KGO-TV.

These are the kinds of events that show the value of a neighborhood association such as ours. And they are one of the most important reasons why we'd like you to consider joining our Association, if you are not already a member.

Your modest dues--as little as \$25 a year--provide the seed money for us to put on events like the KGO Forum, print and distribute this newsletter, send mailings to our membership, sponsor socials and parties so that neighbors can get to know each other, and much more.

So please take a moment to fill out the form inside this newsletter and mail in your check for membership.

We're one of the newest com-

munity organizations in the Bay Area, but we've accomplished a lot in our short history, and we have an exciting future ahead, helping to preserve one of the finest areas in San Francisco to live and work.

\* \* \*

No matter who is elected Supervisor in District 3, we look forward to working with that individual to address a number of important issues facing our neighborhood. It was quite encouraging to note that virtually every candidate appearing at our Sept. 10 Forum was in favor of a 40-foot building height limit along the Embarcadero, and all supported the idea of making the City's resolution requiring replacement of recreation space on a one-for-one basis when any new development is considered, to prevent a Conditional Use Permit process. These two issues directly impact a large number of Barbary Coast residents, and it will be very interesting to see if these promises are kept when we meet with our new Supervisor in December.



A PUBLICATION OF  
THE BARBARY COAST NEIGHBORHOOD  
ASSOCIATION

WRITTEN BY JUNE A. OSTERBERG

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