

2008 Plan for Musto Building Unveiled



The view from Pacific Avenue of a proposed renovation of the Musto Building.

BY JUNE A. OSTERBERG

The latest proposal to renovate and enlarge the 1907 Musto Building at 717 Battery Street was presented to Board members of BCNA by owner Bill Poland July 3rd.

The historic building is L-shaped and for many years has featured a courtyard and entrance on Pacific Avenue. It is an historic resource under CEQA (California Environmental Quality Act).

The proposed project is to construct a ste back top floor that would raise the structure to 65 feet and also to build a new three-story building on Pacific made to order for the well-known Jackson Square law firm Kecker & Van Nest LLP. Both additional top floors will be set back 19 feet.

IT WOULD INCREASE the total square footage of the Musto Building from 32,850 to 58,730 sq. ft.

Keker & Van Nest would occupy all the space in the slender new building on Pacific, which will be connected to the west side of the original Musto Building—as well as all the offices on Battery Street except for ground floor bays reserved for retail/restaurant.

The law firm would retain the red brick building at 633 Battery where it began 30 years ago.

The Musto Building is a significant work of the early 20th century architect William Mooser II. Architect for the current project is Aston Pereira & Associates.

POLAND PURCHASED the building from Douglas Rosenberg, whose plan last year was to build residences and included parking on Pacific. The Planning Department did not approve the project.

Poland's proposal is for an expanded office building with entrances on Battery and on Pacific and will not have a parking garage.

The new design proposes to add a floor to the present 51-foot tall three-story building by "dropping" the present roof "within the existing parapet lines so as to construct a two-story addition within the

Snap Decision on SW Lot 351 by Port

BY JUNE A. OSTERBERG

The San Francisco Port Commission approved unanimously, without discussion, the issuance of an RFP (Request for Proposals) for the development of Seawall Lot 351 at its meeting July 9.

Several BCNA members attended the apparent foregone-conclusion-meeting because of the impact on the community of the controversial development proposed for the targeted area just north of the Ferry Building.

SWL 351 is a prime component of the project to build a 520-space underground parking garage capped by 170 condominiums in two 84-foot buildings, one of which would be right on The Embarcadero.

"8 Washington Street" also will take over the 2.2 acre site of the 40-year-old Golden Gateway Tennis and Swim Club.

SPONSOR OF THE project is San Francisco Waterfront Partners (developer Simon Snellgrove). Opposing the proposal is Friends of Golden Gateway

(FOGG), chaired by a member of the BCNA Board, Lee Radner, as well as several local residents and organizations.

One of the main points of contention has been open space versus buildings. Residents say there is not enough, and the Port says there is plenty in the revitalized northeast waterfront.

The 1991 demolition of the Embarcadero Freeway—following severe damage in the 1989 Loma Prieta Earthquake—resulted in considerable space that developers eye for profitable enterprises and waterfront residents would like to see turned into parks, recreation, children's playgrounds, etc.

THE JUNE 24TH letter signed by the recently elected president of BCNA, Bill Sauro, sent to Kathleen Diohep, Port Development Project Manager, was a response to the Port's Proposed Draft Design & Development Objective for SWL 351.

The letter stated that "height assumptions are based on anachronistic

(Continued on Page 2)

(Continued on Page 2)



The existing facade of the Musto Building at 717 Battery would be modified to include operable wood windows and three bays of space for retail stores or restaurants.

Open Space vs. Development on SW Lot 351

(Continued from Page 1)

zoning.” Many speakers at Commission meetings have called for rezoning down from the 84 feet allowed when the freeway loomed overhead.

IN FACT, 84 feet is much higher than the elevation of the double-decked freeway. Former president Fred Allardyce has reminded the Port of that fact several times.

Some other points raised were:

- “Building heights of adjacent buildings on Port maps do not reflect comparable metrics.”
- “We reject the notion of an 84’ high building that ‘bookends’ the south side of Ferry Park.”

The letter advised the Port to “Avoid building a wall along the Embarcadero edge,” and said that “Seawall Lot 351 should be considered part of the NE Waterfront.”

As for FOGG, neither were its wishes for the outcome of the RFP authorization process addressed by the Port Commission.

Among them:

- Maintain the Public Trust. (“Short term planning should not outweigh long term planning assessments and the public needs of the entire waterfront.”)
- “Loss of recreational space in this San Francisco neighborhood must be replaced in kind. When either public or private open recreational space is gone, it is gone.”

FOGG cited the need for “unbiased hydrologic analysis” of rising Bay levels because of global warming and climate change.

FOGG said an EIR (Environmental Impact Report) must be completed before any RFP is issued. The group also has been calling attention to the possible adverse effects of breaching the seawall when excavation for the underground garage is done if the garage is allowed to go forward.

BOTH RADNER and Nan Roth, longtime waterfront defender, in her remarks to the Port Commission, have quoted John King of the San Francisco Chronicle in writing about parks versus development:

“They (parks) are also reminders that neighborhoods aren’t defined by architectural landmarks as much as by spaces people share.”

The Port announced that the RFP would be issued during the month of July and gave a submittal deadline of October 15, 2008.

BCNA To Host SF Supervisor Candidates’ Forum

KGO-TV, 900 Front Street, will be the location of the Barbary Coast Neighborhood Association’s first political event. The BCNA has invited all the candidates for the District 3 San Francisco Supervisor’s election in November to a forum to be held on Wednesday, Sept. 10, 2008 from 7-9 pm.

Since there is an unusually large number of candidates running for the open supervisor’s seat currently being held by Aaron Peskin, the BCNA felt it was important for our Association to hold

Musto Building Renovation

(Continued from Page 1)

same height (14 feet above rooftop at Battery Street) that would be taken up by a single story addition.”

The plan is to install on Battery new operable wood windows based upon the 1906 drawings.

On Pacific the Musto courtyard (which was designed and created many years ago by the late architect Piero Patri) will be “reactivated” and will have open access during office hours.

THE SPIRAL-BOUND folder for the project states that Poland is pursuing the 10 per cent Federal Tax Credit for his rehabilitation project.

The Musto Building name derives from the Italian master stone cutting Musto family. The Joseph Musto Steam Marble Mill was established in the city in 1868.

Telegraph Hill Dwellers (THD) pointed out in its comments on the Rosenberg proposal that the “Musto Sons were responsible for the acclaimed marble work at the California Palace of the Legion of Honor and San Francisco City Hall.”

THE THD LETTER to the Planning Department also noted that “All five of the buildings on the block (including the Musto Building) were built prior to the 1906 Earthquake or in the decade after and constitute a cohesive block.

“Three of the buildings were originally factories or warehouses, and two of the buildings were restaurants/saloons.”

The Planning Department is currently reviewing the proposed project.

its own political forum, as opposed to a joint effort with other neighborhood organizations.

“We will have more opportunity to ask the important questions of all the candidates and they will have adequate time to respond,” said BCNA President Bill Sauro.

The forum will be moderated by a KGO-TV news personality (to be named) and will be videotaped for use on KGO-TV news broadcasts and for viewing on KGO’s website.

Waterfront Action Committee Annual Report

One of the BCNA's most important committees is the Waterfront Action Committee or (WAC). Here is a copy of their Report presented at this year's Annual Meeting.

WAC Purpose

The mission and purpose of the Waterfront Action Committee (WAC) follow the Bylaws of the Barbary Coast Neighborhood Association:

- To bring about information exchange, cooperation, and united action among the residents, property owners, and businesses in the Barbary Coast Neighborhood.
- To protect the basic character, building scale, and open space of the Neighborhood.
- To maintain the quality of life in the Neighborhood.
- To monitor the actions of city government and other public agencies that affect the Neighborhood.
- To take stands on critical public issues and to make clear to elected and appointed officials the concerns of the Neighborhood.

WAC Objectives

- Participate proactively in community issues, especially development at an early stage.
- Stimulate dialog between neighborhood interests and neighborhood development or projects that impact neighborhood quality of life.
- Promote a positive, community engagement approach to neighborhood issues that includes all stakeholders.
- Develop ad hoc or subcommittees related to special issues such as parking and transportation issues, Port-related projects, or with nearby community organizations such as the Telegraph Hill Dwellers.

WAC Activities: Current

The WAC committee functions as the eyes and ears for the BCNA on key issues and agencies that affect our neighborhood and quality of life. The

WAC Committee along with other BCNA members will monitor, analyze and report on these issues and prioritize activities and action.

1. Development projects that will impact our neighborhood require monitoring, analysis and reporting. WAC Committee has drafted review guidelines for these reports and a process for recommending BCNA positions. The following developments have been monitored in the past 2 years by the WAC Committee.

- a. 8 Washington Street development (FOGG/Lee Radner)
- b. Piers 27-31 (Fred Allardyce, Carol Parlette)
- c. Exploratorium (Morton Beebe, Linda Schwartz)
- d. 55 Francisco (Bud and Caren Zisson)
- e. Del Monte Building (Sue Lee)
- f. Musto Building (Jonathan Middlebrook)
- g. 555 Washington St. (Bill Sauro, Fred Allardyce)

2. Port actions and policies related to the NE Waterfront, Embarcadero and Barbary Coast Neighborhood. The SF Port is our neighbor and many of the Port Commission projects and policies directly and indirectly affect our neighborhood. The WAC members monitor and/or serve on Port committees.

- a. Port Commission meeting monitoring (1-2 Tuesdays, 3-5 pm at the Ferry Building)
- b. NE Waterfront Advisory Group is one of several citizen's advisory groups established by the Port. Currently, Diana Taylor and Carol Parlette represent the BCNA and Golden Gateway Commons, respectively. Joe Wyman also serves on NEWAG.

c. Cruise ship Terminal Advisory Board of the Port Commission (ad hoc: Fred

Allardyce, Morton Beebe, Monica St. Geme, Carol Parlette)

d. Seawall Lot Forums related to the state legislation introduced by Senator Migden on behalf of the Port to release selected properties of the Port to be sold or treated outside the current regulations. BCNA and the Telegraph Hill Dwellers (THD) jointly sponsored community forums to inform our neighborhood and to provide the Port with community input.

e. Collaborate with FOGG on the Port's plan to issue development criteria for SWL 351.

f. Collaborate with THD, San Francisco Tomorrow (SFT) and other community organizations on issues related to Port activities and policies which affect our neighborhood and to engage meaningful community participation.

3. City government committees and actions related to our neighborhood require monitoring

a. Planning and Zoning Depts/Commissions (Jonathan Middlebrook)

b. Board of Supervisor committees— Land Use, Neighborhoods (Diana Taylor, Lee Radner)

4. Parking, traffic and transportation

a. Parking, traffic and transportation issues directly or indirectly related to some of the development projects listed in the above section will require some thoughtful discussion about what our role should be.

b. WAC Committee currently monitors and reviews reports of the Interagency Embarcadero Transportation Committee (initiated by Aaron Peskin, chaired jointly by Port/City staff, neighborhood represented by Diana Taylor and Carol Parlette). This is an important committee with the focus on the Port properties along the Embarcadero. However, there

(Continued on Page 4)

The ABC's of CBD's (Community Benefit Districts)

The Barbary Coast Neighborhood Association has been meeting with representatives of several business and civic groups learning more about the feasibility of our neighborhood becoming part of a Community Benefit District or "CBD."

First some definitions: As the name implies a CBD is a geographic area in which property owners have voted to add a surcharge to their real estate taxes to provide additional benefits and services to their specific district of the City. CBDs are similar to Business Improvement Districts or "BIDs" except that typically BIDs are made up primarily of businesses, while CBDs usually have a mix of residential and business property owners.

Currently there are eight CBDs in operation in the City and County of San Francisco. (See listing)

The extra services that CBDs receive include additional City Police protection, sidewalk cleaning, graffiti removal, additional help in getting services to homeless people, marketing, advertising, social events, street beautification, emergency preparedness and financial aid in the form of City grants.

The president of the BCNA recently attended a meeting of Embarcadero-area business people who already have structured a marketing alliance among themselves known as "Destination Embarcadero." At this July 16 meeting, Lisa Pagán, of the City's Economic and Workforce Development office gave a background of CBDs and answered numerous questions.

Also in attendance at that meeting was Karen A. Bell, executive director of the successful Fisherman's Wharf CBD.

In virtually all CBD formations, a consultant is hired to create a list of

services that a neighborhood needs, to craft an initial budget, and to start the out-reach program to make sure key property owners are "on board" with the

Community Benefit Districts In the City and County Of San Francisco

- Fisherman's Wharf
- Union Square
- Fillmore Jazz
- Tenderloin
- Central Market
- Noe Valley
- Mission
- Upper Market-Castro

concept. The consultant also helps craft the assessment methodology, and helps plan for equity between services received and the taxes paid. Matching grants are available from The City for part of the formation costs.

Once the CBD plan is created it goes to the property owners in the district for a special election. Votes are based on property value and in San Francisco, 30% of the weighted vote must approve the CBD for it to gain approval.

The newest CBD under formation would be the largest: The Yerba Buena CBD would cover a large geographic area south of Market Street and would have an operating budget in excess of \$2 million per year. The Fisherman's Wharf CBD operates with a \$1 million annual budget.

In addition to the CBD interest being exhibited by the Destination Embarcadero group, there is also a CBD being formed in the Financial District, to be known as the Greater Downtown CBD.

The Barbary Coast Neighborhood Association could conceivably join with the Embarcadero group, the Greater Downtown group or start its own.

Waterfront Action Committee Annual Report

(Continued from Page 3)

has not been an opportunity to discuss the neighborhood issues.

c. Map parking, traffic hot spots, and/or transit gaps across the Barbary Coast Neighborhood—putting a human face on some of the existing maps prepared by various transportation agencies.

WAC Goals and Glimmers: 2008-2009 and beyond

In addition to reported activities of the WAC, we also propose a few intermediate/long term goals:

1. Develop a community-based vision for development along the Northern Waterfront and move beyond an adversarial relationship with the Port. For example, develop a community-driven waterfront plan rather than developer-driven. We might do the following:

- Host a community-planning process to create destinations, places, destination links within a section of the waterfront
- Hands-on field workshop using

community to assess uses, activities, etc.

- Define key community principles such as green-space connectedness, neighborhood-friendly retail, cross-generational recreation, etc.

2. Focus on historic and/or neighborhood preservation. The BCNA is situated adjacent to the newly designated Embarcadero Historic District and surrounds the NE Historic Waterfront District. Is there a role for the WAC or the BCNA in the preservation of our neighborhood's historic resources? For example, mapping the historic district resources.

3. Consider best practices for neighborhood communications and forums—how will WAC communicate with and inform members and the community about these issues and committee activities?

Committee Members: Diana Taylor, Chair; Lee Radner, Bill Benkavitch, Joe Wyman, Jan Holloway, Felix Rodriguez, Jonathan Middlebrook, Sue Lee, Caren Zisson.

June Osterberg's *On The Waterfront*

The **555 Washington Street** project is sometimes called the Transamerica Project because of the developer's proposal to place a 38-story cylindrical tower near the iconic Transamerica Pyramid. If built as proposed the project would provide 240 condominiums and 230 underground parking spaces and would expand Redwood Park and then give it to the city.

The plan's major hurdle is that the 400-foot glass and limestone structure is intended for a site that has a 200-foot height limit.

The *SF Business Times* erroneously reported recently that the new high-rise had won city approval, but the EIR (Environmental Impact Report) has not reached the preliminary draft stage. That is not expected before early 2009.

Aegon Group, a Netherlands insurance firm which acquired the entire Transamerica property including the Pyramid in 1999, is the project sponsor.



Not much has happened so far with the Port's plan to use **Pier 27's** long berth and its shed to construct a badly-needed fine **new cruise terminal** for San Francisco. It is not going Full Speed Ahead for the usual reason--insufficient funding.

This is a persistent problem for the cash-strapped Port, an enterprise agency. Port staff are still studying all the possibilities while mindful that the existing cruise terminal at Pier 35, though newly spruced up, is in its last years.

Shorenstein/Farallon (SF Piers LLC) obtained its 8th Amendment to its ENA (Exclusive Negotiation Agreement) with the Port for Piers 27-31 while focusing its attention on 13-acre Piers 30-32 on the other side of the Ferry Building for its headquarters offices.

The bottom-line good news is that Shorenstein/Farallon has brought forward an approach in which proceeds from their development of Piers 30-32 would be used to help fund the cruise terminal at Pier 27.



Alicia Esterkemp of Pacific Waterfront Partners has announced that **La Mar Cebisheria Peruana** restaurant is scheduled to open in September at

Pier 1-1/2 and that the expected opening of the **Lafitte** restaurant will follow in December at Pier 5.

Other nearby dining opportunities within easy walking distance that have been reported are a new eating place in the former Scott Howard space at 500 Jackson Street to be operated by former Myth chef **Sean O'Brien**. Myth's former location at 470 Pacific Avenue will become the new home of **Quince**, formerly at 1701 Octavia Street.



When San Francisco voters approved a \$185 million General Obligation bond for **neighborhood parks** in February, \$33.5 million was earmarked for waterfront parks but none nearer than Fisherman's Wharf and Mission Bay.

Still, it's gratifying--except that Pier 43 is in such poor condition that it has been condemned and will be removed to the seawall after the seawall itself has been repaired.

Then a new two-block long public promenade will be built from Powell to Taylor Streets. The promenade also will close a gap in the San Francisco Bay Trail.

Bond money also will allow shoreline improvements to Mission Bay's Bayfront Park so the park will meet the edge of the Bay. The Brannan Street Wharf Park will benefit, too.



And now for something entirely different. The Public Utilities Commission has been performing **emergency work at Jackson and Embarcadero** due to a leak on the North Shore Force Main, according to Tyrone Jue of the PUC.

Jue stated that the 36" sewer line transports sewage for the entire northeast side of the city. He said that the amount of flow being pumped was being reduced while the PUC was trying to locate and pinpoint the leak and repair it.

He said that residents would be kept informed and that no sewer service was being affected. People with questions can call (415) 554-3289 or email tjue@sflower.org.

YES! I'd like to become a member of the Barbary Coast Neighborhood Association. 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)..... \$150</i> |
| <input type="checkbox"/> Company Membership | <input type="checkbox"/> Sponsor \$500 |
| <i>(Fewer than 10 employees)..... \$50</i> | <input type="checkbox"/> Friend of Barbary Coast..... \$25 |

Primary Member Name _____

Address _____

City _____ St _____ Zip _____

Telephone (____) _____ Email Address _____

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

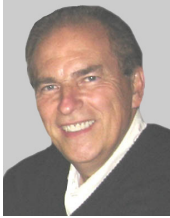
Mail check for membership dues and this form to:

Barbary Coast Neighborhood Association

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

President's Perspective

Let's hope the next two years are as interesting as our first two! The Barbary Coast Neighborhood Association is just over two years old and as its new



President, I must say we have accomplished quite a lot in a short period of time, especially since we are one of the "newest kids on the block" as far as neighborhood associations are

concerned.

We have a growing membership (although we could always use more dues-paying members) and we have tackled some very important issues for our neighborhood. At the same time, we've built up some "clout" with the Board of Supervisors, the City Planning Department, local developers and the Port of San Francisco.

I'm also happy with the direction that your Board of Directors is taking regarding new development. We don't want the BCNA to be labeled as a neighborhood group that says "no" to everything that comes before us. We do not object to logical, planned and positive development. But the key word is "planned." Our local government jurisdictions need to do a better job of looking ahead and not just reacting to each development parcel on a piecemeal

basis. (Port of San Francisco, are you listening?)

I'd also be remiss if I didn't give a hearty "thanks" to our Founding President, Fred Allardyce, who served as our Board leader for two years. Without his drive, dedication and contributions, there simply would not be a BCNA.

In addition, I'd like to urge all our readers to support our business

Please Support Our Business Members

- Amy Key Floral Design
- Hornblower Cruises & Events
- McGuire Real Estate
- Red and White Fleet
- Sotheby's International Realty
- San Francisco Waterfront Partners
- The UPS Store
- Waldeck's Office Supplies

members. Plus, if you know of any businesses that would like to join us in maintaining our quality of life, ask them to join the BCNA using the form on Page 5.

So here's to an exciting and productive year for the Barbary Coast Neighborhood Association!

—Bill Sauro
BCNA President



A PUBLICATION OF
THE BARBARY COAST NEIGHBORHOOD
ASSOCIATION

WRITTEN BY JUNE A. OSTERBERG

www.BarbaryNeighbors.org

For the Latest Neighborhood News:
www.theBarbaryCoastNews.com

BOARD OF DIRECTORS

OFFICERS

PRESIDENT
BILL SAURO
RESIDENT, THE COMMONS

1ST VICE PRESIDENT
JOSEPH WYMAN
HORNBLOWER CRUISES & EVENTS

2ND VICE PRESIDENT
LEE RADNER
RESIDENT, GG APARTMENTS

TREASURER
CAROL HOLLAND PARLETTE
RESIDENT, THE COMMONS

SECRETARY
BILL BENKAVITCH
RESIDENT, GG APARTMENTS

IMMEDIATE PAST PRESIDENT
FREDERICK ALLARDYCE
SOTHEBY'S INTERNATIONAL REALTY

BOARD MEMBERS

MORTON BEEBE
JONATHAN MIDDLEBROOK
FELIX RODRIQUEZ
DIANA TAYLOR
LINDA SCHWARTZ



THE BARBARY COAST
NEIGHBORHOOD
ASSOCIATION

640 DAVIS ST / # 28
SAN FRANCISCO, CA 94111

STAMP

Address Label Area