

Shorenstein/Farrallon Pier 27-31 Proposal

A recent presentation to the BCNA by Shorenstein Properties and Farrallon Capital Management, in its current incarnation, seems to have broad support for the repair of the aging piers 27-31 and development of offices and public recreational space.

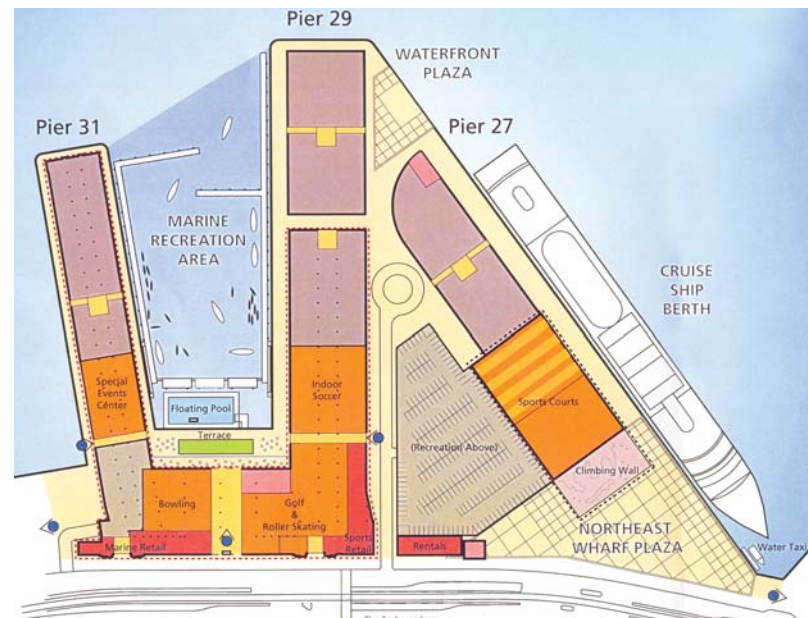
The tentative plan calls for roughly 440,000 square feet of office space and 10 acres of marine, indoor and outdoor recreational space.

Due to the high cost and difficulty of marine construction, the project is slated to cost \$446 million and come to completion in January 2011.

Over 100 neighbors attended the public meeting at Telegraph Landing, hosted by the BCNA, where the Shorenstein group presented their plans.

In a city where developers are often chased out of town by angry mobs, Thomas Hart remarked "it is a pleasure to be in a public meeting and not see pitchforks."

The Mills Corporation, who preceded Shorenstein with a bid to



Shorenstein Proposal at Pier 27-31

build retail and office on the same site, was not so lucky. After 6 years battling San Franciscans at every level, they were forced to tuck their proverbial tail and run.

While the Shorenstein project still faces a series of political and financial hurdles, early support from the local community and waterfront activists gives the Shorenstein group

a tremendous advantage the Mills Corporation never enjoyed.

Shorenstein Properties and Farrallon Capital are locally based companies with plans to make this site their headquarters. "This will be the face of our company and we want it to look good," Thomas Hart pointed out.

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Exploring the Move

Exploratorium Eying Waterfront Relocation

San Francisco's world-renowned interactive science museum, the Exploratorium, recently held a public meeting (December 2006) where they unveiled their plans to establish a new home on the city's waterfront at Piers 15-17.

While not much was revealed as to how they plan to accommodate the increased traffic on the already congested Embarcadero, or what the new structure would look like, they explained that their lease at the Palace of Fine Arts is up soon and they are long overdue for more space. Since the 1989 Loma Prieta Earthquake they have also lost more than half of their museum visits due to the lack of accessibility. The proposed pier location would, in effect, double the current 100,000 square feet they lease from the City's Park and Recreation Department and greatly increase their exposure to the surrounding Bay Area. They believe when fully

operational (2012?) they may be able to increase their annual visits from 400,000 to 850,000 with the move.

For the Barbary Coast, this means bringing in a world-class attraction and restoring the rotting piers and deteriorating substructure. It also creates questions as to how they will manage the increased traffic and parking. Doubling the volume of visitors also means doubling the amount of congestion.

The museum is proposing to enter into a long-term lease for Pier 15 with plans to later expand into nearby Pier 17 along the Embarcadero at Green Street. The space would be used for museum displays, construction of exhibits, a museum store, a theater and more than 650 of the Exploratorium's popular exhibits such as the Tactile Dome.

Given the size of the project, the



The Exploratorium's Mirror Exhibit

Exploratorium will need an Environmental Impact Report (EIR) from City Planning, a permit from the San Francisco Bay Conservation and Development Commission, an approval of a lease and from the Port and the Board of Supervisors, and design review and concurrence from Waterfront Design Commission, and the State Historic Preservation Office.

Each of these permits will give Barbary Coast an opportunity to provide input into the design and programming of the new space.

A Look Back Foundations of the BCNA

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Barbary Coast Neighbors but there is more to protecting the quality-of-life interests in a neighborhood than opposing development.

In order to capture the goodwill of all the work that had been done to that point, a more proactive approach to advancing the common interests of the neighborhood was needed.

The founders heard from their neighbors to the North who were facing similar problems. Residents from 101 Lombard, Telegraph Landing, Parc Telegraph and the businesses in-between them and the Golden Gateway Center wanted to be a part of the Barbary Coast Neighborhood Association.

In an all-inclusive, jam-packed meeting at the Sotheby's office a board to govern the new neighborhood association was created. Since that meeting logos were created, educational fairs held, newsletters were in print, a board was elected and held monthly meetings, Articles and Bylaws drafted, and the Barbary Coast joined the Coalition for

San Francisco Neighborhoods. All of the collective energy and input from these determined participants was focused into a productive and mutually beneficial organization.

Connie Hazel, a founder, and responsible for much of the early growth and development of the Barbary Coast Neighbors, adapted her monthly News into a first-class website with neighborhood news and insights: www.thebarbarycoastnews.com (and she is always eager for more neighborhood stories.)

The Barbary Coast Neighborhood Association, while a relative pup in neighborhood politics, is vigorous, focused and dedicated. From a humble beginning arose a powerful and committed organization which now represents roughly 10,000 homeowners, renters and businesses along the North Eastern Waterfront. We are still in need of active members, however. If you or any of your neighbors might be interested in joining the cause, please visit our website www.BarbaryNeighbors.com or cut out the membership form and mail it back to the address provided.

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The proposed project calls for the current parking lot, centered in the piers, to be covered with a turnaround cut into the center for idling taxis, buses and cruise ship traffic. On site parking will include approximately 320 (self park) to 450 (valet) vehicles.

On top of the parking structure will be a field for soccer, field hockey or possibly even small concert events improving the current view from Telegraph Hill.

Pier 27, the deepest berth in the City, will remain the Port of Call for some of the world's largest cruise ships (Queen Mary 2 berthed in February) and military vessels.

Pier 27's historic shed will be rehabilitated and house a 30 lane bowling alley, rock climbing

facilities, indoor fields for soccer, field hockey and the like, and office.

Piers 27 and 29 will be split to provide a new view corridor and a public waterfront plaza. One mile of scenic walkway surrounds the entire site which would be open to the public; in the historic building along the Embarcadero a restaurant.

Some retail space is called for, a bike rental shop and other appropriate vendors such as an REI-type store.

A public terrace with a café will overlook the Marine Recreation Basin, which present plans call to include a floating pool, kayaking, swimming (brrr!), windsailing and other marine activities.

Water taxis are planned to shuttle people in from across the bay.

Yes! I'd like to join the BCNA for 2007. I am enclosing a check as indicated below.

Name _____

Address _____

Email _____

(Email address are not distributed, sold or published. They are used only for official BCNA communications and emergency messages.)

Annual Individual Dues.....\$25

Annual Family Dues.....\$35

Company Membership.....\$50
(Fewer Than 10 Employees)

Company Membership.....\$150
(More Than 10 Employees)

Additional Contribution.....

Total Enclosed.....

**Make check payable to:
The Barbary Coast Neighborhood Association.**

**Mail to:
BCNA**

**640 Davis Street Suite #28
San Francisco, CA 94111**

"This is the face of our company and we want it to look good"

*-Thomas Hart
Executive Vice President,
Shorenstein Properties*



BARBARY COAST
NEIGHBORHOOD
ASSOCIATION

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The Barbary Coast Neighborhood Association is a non-profit organization. All donations, proceeds and advertising revenue are used strictly for the purpose of protecting the quality of life in our neighborhood. If you would like to advertise in our newsletter, please contact us at: info@BarbaryNeighbors.org

The purpose of this newsletter is to provide residents, business owners, employees and those interested in preserving the special qualities of the Barbary Coast with important news regarding change or potential change in our neighborhood. If you would like to find more information on a topic or how you can participate in any of our activities please contact: info@BarbaryNeighbors.org. As we are a non-profit organization, it is critical that we maintain a strong support base of active members. If you or anyone you know is interested in becoming a member, please visit our website: www.BarbaryNeighbors.org

BCNA News

Neighborhood News, Events, Politics

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square feet or more of Recreational Space) was passed unanimously by the full Board of Supervisors 11-0.

The Recreational Space Resolution would require a developer to appear before an open Planning Commission hearing when applying for a Conditional Use Permit to change or reduce in size recreational space of 15,000 feet or more. It would also require a developer, if they were to tear down the GGTSC and replace it with condominiums and a parking lot and a reconstituted Club (as presently proposed by Pacific Waterfront Partners, led by Mr. Simon Snellgrove), to replace of like-kind the recreational space on a one for one basis, and at the same location (at GGTSC, 9 tennis courts, 2 swimming pools, etc.). Mr. Snellgrove has chosen the name of his

project as 8 Washington Street, rather than 370 Drumm Street, the address of the GGTSC. His proposal does not meet the requirements of the Resolution.

Friends of Golden Gateway (over 1,000 members from all parts of the City and Bay Area and growing every day), has for 4 years been working to save the open recreational space at GGTSC. The open space has been an integral part of the Golden Gateway Center and Commons complex for over 40 years.

FOGG has the support of a number of neighborhood groups including: BCNA, Telegraph Hill Dwellers, Golden Gateway Tenants Association, and San Francisco Tomorrow in its efforts to preserve the GGTSC.

FOGG, in coordination with other recreational groups (San Francisco

Tennis Club, Youth Tennis Alliance, and the San Francisco Tennis Coalition) now has an 18 month opportunity to write into law permanent legislation that would protect the rapidly dwindling inventory of recreational space in the City, and preserve what has become a quality-of-life issue.



The Golden Gateway Swim & Tennis Club Receives Interim Protection From Development



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Neighborhood News

Golden Gateway Tennis & Swim Club Fights For Survival

In a pivotal Land Use and Economic Development Committee meeting a powerful piece of potential legislation was addressed and the score was, in tennis terms, 40-love.

Supporters of the legislation packed the City Hall meeting room on Wednesday December 6, 2006 including representatives of the Friends of Golden Gateway (FOGG), Save Our San Francisco Tennis Club (SOSFTC), and the

Barbary Coast Neighborhood Association (BCNA).

Together with other neighborhood and recreational groups they presented the Committee with a clear message: Save Our Recreational Space! This resolution in effect would spare the Golden Gateway Tennis & Swim Club, San Francisco Tennis Club, and similar public/private recreational sites from developers who wish to "go Condo."

The Resolution received a unanimous 3-0 vote to move it on for approval by the full board of Supervisors.

Following a large and enthusiastic Press Conference on Tuesday December 12, 2006, The Resolution (File #061493 – Interim Zoning Requiring Conditional Use Authorization for Change in Use or Reduction of 15,000

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A Look Back

Foundations of Our Organization

From a small table at the Coffee Roastery to a standing room only meeting at Telegraph Landing, the Barbary Coast Neighborhood Association has come a long way, and in record time.

Before the neighborhood had a name, neighbors like Diana Taylor, Jay Folberg, Frederick Allardyce, Connie Hazel and many others were aware of the need for a common voice to counter the development pressures and short-sighted economic fixes for the Port's financial problems.

In 2004, the Waterfront Action Group (WAG) was formed—a community response to the neighborhood-insensitive plans adopted by the Port and the developer it chose to build a hotel at the corner of Broadway and the Embarcadero.

Both the Port and the hotel operator had been aggressively

seeking development of a hotel at this site which was the only lot along the Embarcadero, north of Broadway zoned higher than 40 feet—anachronistic zoning set in place in the 1950's to accommodate the erection of an elevated freeway.

Most every neighborhood in San Francisco had legislated height limits, but we were a community without a name—stuck between the Financial District, North Beach and Telegraph Hill.

After a Community Forum was held to come up with "neighborhood names," 3,000 ballots were distributed for residents to whittle down the names to three. The final vote was held at a town hall meeting at MacArthur Park, hosted by WAG and attended by more than a hundred neighbors with a nearly unanimous agreement on a name given to the patchwork of businesses and homes in this common interest

area: The Barbary Coast.

What's in a name, though? In a word: everything.

This cohesive identity gave District 3 Supervisor Aaron Peskin the impetus to approach the Board of Supervisors with the concerns of a legitimate and galvanized organization. He encouraged the Board to approve the rezoning adopted for all other blocks in the NE Historic Waterfront, which set a 40-foot height limit along the Embarcadero between Broadway and Green.

The Hotelier withdrew from negotiations with the Port.

While it took an earthquake to bring the freeway down, it took neighbors working together to keep an 84-foot hotel from going up.

This significant victory left a vacuum in its wake. WAG became the political action committee of the

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