



## New Cruise Terminal Gets Positive Response



**BIG QUEEN**—Remember the exciting arrival of Cunard Line's flagship *Queen Mary 2* in 2007? Here is Cunard's newest mega cruise ship, the *Queen Victoria*, which was in The City January 27. The one-day stay at our port was *Queen Victoria's* only visit to a U.S. port on her 2010 world voyage.

## A Tale of Two Washingtons—8 and 555

By JUNE A. OSTERBERG

### ***Embarcadero Study Will Affect Possible 8 Washington Project***

The SF Planning Department will hold its Winter community workshop in the ongoing Northeast Embarcadero Study on Wednesday, February 24th, from 5:00 to 7:00 pm.

Planners will present their "Refined Urban Design Recommendations and Preliminary Urban Design Guidelines."

**THIS IS IN** keeping with their goal to "create a sense of place" and ensure "that new development strengthens The Embarcadero, elevates place, and is sensitive to context."

The Port is funding the Study, and the workshop will be held in the Port Commission Hearing Room on the second floor of the Ferry Building.

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### ***EIR Approval For Transamerica Block Condos Put Off Until March***

A joint meeting February 11 of the Planning Commission and Recreation and Park Commission to approve certifying the Environmental Impact Report for the 555 Washington luxury condo project played to an overflow crowd at City Hall but did not accomplish the developers' goal.

The idea of allowing a 430' building in an area zoned for 200' and a list of other exceptions to Code will be taken up again on March 18 in Room 400.

**THE PROXIMITY** to the Transamerica Pyramid is certainly part of the picture, as well as the park and open space the project sponsor is promising.

The Board of Directors of the Barbary Coast Neighborhood Association voted last year to adopt a neutral position on the controversial

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By JUNE A. OSTERBERG

It is helpful for waterfront watchers that there are two worthy and peaceful projects to counterbalance the two proposals that are controversial and contentious.

The two projects generating much indignant opposition because of their expected consequences (see front page) are both on Washington Street--the 8 Washington luxury condo proposal near the Ferry Building and the 555 Washington 400' luxury condo project close to the Transamerica Pyramid.

**ON THE OTHER** hand, the much-needed new Cruise Terminal at Pier 27 and The Exploratorium's relocation to Piers 15-17 have been enjoying a generally positive response and have many enthusiastic adherents.

Pier 35, the longtime serving primary cruise terminal, has been attracting attention, too, because it is aging and must suffice for the increasing cruise activity until the new passenger terminal is built.

The plan for Pier 27, which is the Port's own salutary undertaking, includes the Northeast Wharf Plaza, a new two-acre public plaza on The Embarcadero at Lombard Street. The Port is busily raising the money for this popular concept and not relying on a private developer.

**IN THIS EFFORT** the Port had a fine boost in January when its Series 2010 Revenue Bonds sold to investors for \$36,650,000. This successful offering provides \$10 million for the projected state-of-the-art Cruise Terminal and \$5.5 million for urgent repairs and upgrading to Pier 35.

The Series 2010 Revenue Bonds represent the first issuance of new-money bonds by the Port since 1984, according to the Port's announcement.

Construction of the new terminal at Pier 27 is expected to begin in the second quarter of 2012 and be completed by the first quarter of 2014.

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## New Cruise Terminal At Pier 27 Gets Positive Response

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The Port Commission's November 10 Resolution stated that "the Port intends to transform the existing Pier 27 shed into a

and schematic design for the program phases from project development through completing the schematic design.

Also signing on were Bermello Ajamil & Partners, Inc., credited as "the world's top Cruise Terminal Planner and Operations Expert" based in Florida.

The Port Commission had allocated funding of \$3,405,650 for DPW and

## Musto Building Morphs Again— Could Now Be Restaurant, Private Health Club & Spa

The on-again, off-again development of the historic Musto Building at 717 Battery at Pacific is back in play.

In July of 2008, we reported in the BCNA News that a developer had plans to restore and refurbish the Musto Building for use by the law firm of Kecker & Van Nest.

Well, things have changed and now the law firm will not be moving from its current location at 710 Sansome St. Instead a new developer purchased the property in early 2009 and now has plans for a completely different use.

"The renovated building will house a membership club with spa, health club, guest suites, ground-level restaurant and various club rooms," according to Project Manager W. Gardner Combs of Northwest Realty Advisors.

"The use of the second floor club rooms will be limited to club members, but the restaurant and lounge on the ground floor will be open to the general public," he added.

The Planning Department will soon be having hearings on the developer's proposal which the BCNA will attend.

### Sidewalk Upgrades To Be A Part of Cruise Project

Improvements slated for old Pier 35 make an interesting sidebar. On January 12 the Port Commission authorized the advertising of competitive bids for a \$199,786 construction contract for the Pier 33 Sidewalk Improvement Project to facilitate access and egress to the Pier 35 terminal.

It was explained that this project is in accordance with the Maritime Transportation Security Act of 2002 requiring the Port's terminal operator, Metro Shore Services, to prepare a plan for Coast Guard approval addressing security issues, including vehicular circulation and access.

Provisioning trucks and buses carrying ticketed passengers may enter the terminal building provided that ship agents give Marine Shore Services a list of expected vehicles. Taxis and personal vehicles are excluded and must queue outside the terminal.

However, that presented a parking problem because the curb lane at the Pier 33 driveway has had a "sidewalk bulb-out" which forces the queuing vehicles into the northbound Embarcadero traffic lane. This impediment is to be removed under the contract, as well as the raised areas of the art ribbon in the sidewalk.

The Port hires off duty police officers and parking and traffic personnel to assist in traffic flow in the terminal area on cruise ship days. Another consequence of the project is that it will allow the Port to install five more parking meters.

vibrant year-round Cruise Terminal that will meet the evolved security and passenger handling demands of the cruise industry while also being configured to allow special event uses when not occupied for cruise purposes."

Earlier Port staff had engaged the San Francisco Department of Public Works (DPW) to provide project management, architectural and engineering services for this project and to request bids from teams with a Cruise Terminal Design Architect.

The Port and DPW are now working together on this ambitious undertaking.

The design team is on board. In the DPW's Request for Qualifications (RFQ) the contract went to KMD Architects & Pfau Long Architecture JV for concept

the cruise consultant. After negotiation the total cost including a 10% contingency for unforeseen or additional scope is \$4,433,531.

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**MUSTO BUILD-OUT**—A 4th floor addition has been reduced in scale from previously proposed projects and has been set back from the existing perimeter walls in order to preserve the massing of the original building, according to the Project Manager.

# RESTAURANT ROUNDUP

Work is moving forward on the interior of the former Rubicon. It will soon blossom anew as celebrity chef and Food Network personality Tyler Florence's **WAYFARE TAVERN**. Florence has been researching old San Francisco restaurant menus, noting that the city's culinary scene was "French, bohemian and Wild West, all at the same time." He plans to make the food the food "the definition of San Francisco regional cuisine," with entrees in the \$20-\$27 range. Plans also include a billiard room on the second floor alongside a second dining area. Look for an opening within weeks. 558 Sacramento St.

\* \* \*

Another new spot opening shortly will be **GEORGES**, which will offer sustainable seafood and locally-grown organic produce. It plans for an active after-work scene, with plenty of bar specials. The former occupant of the space was the London Wine Bar, which claimed to be the first wine bar in the U.S. 415 Sansome St.

\* \* \*

Open and doing quite well is the new off-

shoot of the wildly successful Perbacco Restaurant is **BARBACCO ENO TRATTORIA**, just two doors east of the original restaurant. Barbacco features quite reasonable lunches offering sandwiches, soups, salads and entrees, with no dish more than \$12. At dinner, the "little sister" of Perbacco offers dishes like braised veal shank, pork ribs, and a large choice of pastas and small plates. Entrees top out at \$15. 220 California St.

\* \* \*

The restaurant creation of San Francisco political mastermind Clint Reilly is finally open. **CREDO**, which is the Latin and Italian word for "I believe," offers Italian peasant food, simply prepared and served in a modern environment. Interesting interior touches include one-of-a-kind dining tables hand-made by Dutch craftsman Piet Hein Eek. The large menu features plenty of hearty meat dishes, pastas, salads and antipasti. Open for lunch Monday-Friday, and dinner every day except Sunday. 360 Pine St.

\* \* \*

The **PLANT CAFÉ ORGANIC** has opened

its third location just a few blocks from the Pier 3 outpost on the Embarcadero. Open for breakfast and lunch is the newest Plant Café at 101 California at the corner of Front & Pine. It also has a location in the Marina District that serves lunch and dinners.

\* \* \*

Another new Pier restaurant is still a few months from opening. **LAFITTE**—the brainchild of "Dissident Chef" Russell Jackson, is still working on construction of a 736-square-foot outdoor dining area on the north side of the Pier 5 bulkhead building, plus interior improvements. This project is not for the impatient: Jackson signed the lease for the space in June, 2008.

\* \* \*

Win some, lose some. The former **CHEVY'S** restaurant which closed recently in Embarcadero Center Two is not going to become another restaurant. The interior is being gutted and will be transformed into offices for yet another Embarcadero Center law firm. Just what we need, more lawyers!

## It's Time For YOU To Join The **BARBARY COAST NEIGHBORHOOD ASSOCIATION**

*Yes, I want to JOIN OR RENEW my membership in the Barbary Coast Neighborhood Association for 2010. I have enclosed my check made payable to the **BCNA** corresponding to my membership type.*

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June  
Osterberg's

## On The Waterfront

The current membership of the powerful five-member Port Commission gives the impression of a relaxed and harmonious group. There is no dissension when voting on Port issues-- a picture of perfect unanimity. Port business is conducted congenially.

This usually casual and friendly approach is never more apparent than when the annual election of Commission officers is held at the start of the first meeting of the new year.

And so it was when the election came up for 2010. Any fuss? Absolutely not.

With much merriment, President Rodney Fong and Vice President Stephanie Shakofsky were re-elected for another term. Both said they would happily continue to serve.

**BCNA**

Do you think that Commission members know something that is not known outside the Mayor's Office?

Commissioner Fong's term expires in May. Commissioner Shakofsky's term expires in May.

Commissioner Michael Hardeman, who was appointed by then-Mayor Frank Jordan, has served on the Port Commission since 1994. His term also expires in May.

**BCNA**

The Sunday Streets program, the City's streets-closure program organized last year, was popular from the outset and is being expanded this year to other neighborhoods besides the waterfront.

However, the first Sunday Streets event for 2010 will take place once again on The Embarcadero. It is set for March 14.

**BCNA**

Quoting Port staff on the subject of waterfront open spaces: "The Port of San Francisco is developing a series of

public parks and open spaces along a continuously walkable waterfront."

In this connection, the Port Commission approved the allocation of funds from the 2008 General Obligation Bonds for the Pier 43 Bay Trail Link.

The BCNA News is thinking Spring and plans a report on The Promenade and other projects for the Spring issue.

**BCNA**

Lucky residents of the waterfront might want to be fully informed about where they now reside. A new book by local historian Charles A. Fracchia, *When the Water Came Up to Montgomery Street*, was published in November.

The sub-title is "San Francisco During the Gold Rush."

No payment was made for this plug. Just trying to help fellow history buffs.

## Water Taxi Study Presented to Port

By JUNE A. OSTERBERG

The idea of a water taxi service for San Francisco has been floating around for many years. Interest had heightened to the extent last year that Port staff organized a meeting of interested parties, and discussions led to the Port's deciding to order a feasibility study.

Veronica Sanchez Consulting and Walther Engineering Services were hired to complete the study.

**THE SCOPE OF** the study was: (1) Is there ridership demand? (2) What can we learn from other cities' systems? (3) What are capital and operating requirements for the Port to start this service?

The consultant team gave their findings to the Port Commission in December. Port staff also has presented the findings to the Water Taxi working group as well as to the Maritime Commerce Advisory Committee.

For starters the study team concluded that the sensational F- Line would be "formidable" competition to water taxis because it is "direct, convenient and cheap."

"Water taxis need to have competitive fares & high frequency." And "Water taxi ridership will fluctuate with seasons and daily peak periods."

**BOTTOM LINE:** "Existing ridership demand is speculative & does not justify a substantial capital investment!"

Under vessel requirements were listed a three-vessels minimum and six vessels if goal is 15-minute intervals, 25-49 passenger capacity, 12-16 knot speeds.

Range of costs to use existing vessels --\$215,000 to \$2.4 million. Estimated cost for construction of new boats (@ \$300,000/boat)--\$900,000 for three new boats. \$1.8 million for six new boats, eight-month construction period.

Under recommendations for the Port (landside requirements), with a minimal capital investment, the team reviewed 13 sites at the Port and at Fort Mason and concluded that: "6 sites at Port are suitable to start service in 2010-2012."

Pier 1½ guest dock built by San Francisco Waterfront Partners was listed as a suitable facility in the Ferry Building area. Construction cost: \$850K with \$425 federal grant.

**OTHER SUITABLE** facilities recommended in the Pier 39 area were Pier 39 South or Pier 41 and in the Wharf area, Pier 43½ or Hyde Street Harbor.

The study said that the National Park Service is conducting long-term planning for ferry service to GGNRA. That would include Fort Mason. Another future site: The Exploratorium at Pier 15.

Peter Dailey, Port Deputy Director, Maritime, told the Port Commission about Next Steps:

"Port staff will begin solidifying berthing agreements for various locations in South Beach, Pier 1-1/2, Central Waterfront and Pier 39 Fisherman's Wharf," he said.

"We will perform a financial analysis, evaluate existing environmental review requirements. and begin drafting a landing rights agreement for Water Taxi operations."

## Embarcadero Study Will Affect Possible 8 Washington Project

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District 3 Supervisor David Chiu, who initiated the study, is expected to attend. His letter to the Port Commission early in 2009 stated:

"Port development in the northern waterfront is an extremely important issue to many of the residents of my district. In recent years, several Port-initiated developments have failed in the face of community opposition. Similar concerns are currently being raised regarding the proposed development at SWL 351 and the future development of seawall lots on the northern waterfront, and I share many of these concerns..."

**SUPERVISOR CHIU**, president of the Board of Supervisors, was referring to the 8 Washington proposal, which includes a large underground parking garage near the Ferry Building and two luxury condo buildings on the seawall lot.

This has aroused the ire of waterfront residents, particularly members of the Golden Gateway Tennis & Swim Club, which will lose roughly half of its facilities if the sweeping proposal is approved.

This opposition led to the formation of FOGG, Friends of Golden Gateway, Lee Radner, chairman.

**IN DEFENDING** their 40-year-old club, FOGG recently created a polished full-color brochure which it is distributing to decision-makers and will bring to the February 24 meeting.

It is sub-titled, "A Factual Perspective on The Proposed 8 Washington Street Development."

The continuing controversy also has been featured in lively, well-attended meetings of NEWAG, the Northeast Waterfront Advisory Group.

Among public comments was a statement by Nan Roth, one of the framers of the Waterfront Land Use Plan, who said that "The benchmark of a good planning process is that it accurately reflect the desires and aspirations of the community."

**SHE ALSO** stated that "One measures the success of the end product in that regard by to what degree it is perceived as coming from the community as opposed to being imposed on the community..."

Monica St. Geme, a member of BCNA, said that she supported the call in

the document for "gracious walkways."

She continued, "These really are needed, because the traffic volumes on The Embarcadero can be very high. It's like a freeway. The City has replaced an elevated freeway with The Embarcadero, which is basically a street level freeway..."

## EIR Approval For Transamerica Block Condos Put Off Until March

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project, after having given it conditional support earlier.

Neighboring Jackson Square Historic District Association is heartily in favor of the 555 Washington concept and plan.

**AT THE HEARING** the anticipated fireworks began immediately, with Planning Commissioner Michael Antonini announcing that Commissioner Gwyneth Borden could not attend.

He attempted to continue the meeting to a later date because of the absence, but his move failed, after which he said he was leaving and encouraged other members of the Commission to depart the room with him. He left alone.

**THERE WERE** many more procedural maneuvers resulting in the Planning Commission's continuing without the participation of the RecPark Commission.

At last it was time to take public testimony on the proposal and the validity of the EIR. A seemingly unending stream of speakers went to the microphone.

Many wore green t-shirts supplied

Lead Planner Kate McGree said that the last community workshop will be held in the Spring, probably in April.

She said that the format for February 24 will be similar to the September 30th workshop, in which attendees will break up into small groups.

by the proponents for their appearance, bearing the words "A Bigger Redwood Park Forever."

**AFTER MORE** than four hours, when the last person had had his say, an opponent of the tower project, Commissioner Hisashi Sugaya, made a motion to not certify the EIR.

An appointee of the Board of Supervisors, he said that in his reading of the EIR it was inadequate and that he had made 39 comments to that effect on the draft.

Two other Board appointees, Kathrin Moore and Christina R. Olague, joined him in this position that the EIR is flawed.

The remaining Commissioners, both Mayor Gavin Newsom appointees, Commission President Ron Miguel and William L. Lee, opposed the move to not certify the EIR.

**SO IT IS BACK** to City Hall on March 18 with another effort by proponents to get the EIR certified and for the other side to explain to the Commissioners what flaws in the document prevent their approving it.

And then, whatever the result, the final word still could come out of the Board of Supervisors.

## Gateway Safeway Remodeling Scheduled

After some recession-related delays, contractors are scheduled to start the remodeling of the Safeway on Jackson Street in the ground floor of the Gateway by about the time this newsletter is distributed—Feb. 22.

The project has changed to some degree since it was first announced in late 2008. Self-service checkout lanes that were planned have been eliminated and are to be replaced with a back-to-back two-sided cashier station. The net result will be more check-out lanes.

The deli will have the most chang-

es, enlarging to include a portion of the area now devoted to baked goods with a bigger selection of prepared items.

The produce section is also do for an upgrade with the floor and vegetable/fruit stations having an improved look.



## President's Perspective By Bill Sauro



Recently, members of the Board of Directors of the BCNA heard a presentation from Equity Office Properties Trust, the company that manages vendors at the Ferry Building Marketplace. They were looking for our support in their plan to allow weekday attended parking in the area behind and to the east of the market building. This area is filled with farmer's market vendors on Saturdays, but during the week it is a mish-mash of delivery trucks and vendor vehicles.

The idea seemed to make sense, and to hammer home their view that more parking is needed for Ferry Building merchants, they mentioned that both Tsar Nicoulai Caviar Café and LuLu Petite restaurant were "leaving." They made it sound like the lack of parking contributed to the departure.

The fact is parking had almost nothing to do with either merchant leaving the Ferry Building, nor the upcoming departure of Mastrelli's Delicatessen.

"It was the Ferry Building's choice to not renew our lease," said Leiann Noel, Tsar Nicoulai's director of corporate operations, in an article in *SF Weekly*.

LuLu Petite Director of Operations Simon Ng had similar feelings. "It wasn't really our decision to leave. Our lease ran out and they didn't renew it. We would have liked to stay," Ng said, "but we understand they didn't want to renew."

So although allowing parking behind the Ferry Building in the Events Area and building a raised plaza level is logical and acceptable to us, using "lack of parking" as a rationale for merchants leaving the Ferry Building is disingenuous and a bit deceiving.

There appears to be a waiting list of merchants who would love to sell their wares in the Ferry Building, and apparently pay higher rents in the process.

So this continuing saga of "crying wolf" regarding parking is getting tiresome. Merchants aren't leaving the Ferry Building because of parking problems; they're leaving because their rents are being increased or are no longer "wanted" by Equity.

Similarly, the need for additional parking at the proposed 8 Washington project needs to be reexamined. Customers are going to the Piers and Ferry Building in huge numbers, thank you very much. Here's to Transit First!



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WRITTEN BY JUNE A. OSTERBERG

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