



**Public Meeting of the Port's Northern Advisory Committee (NAC)  
March 19, 2025 (5:30 to 7:00 pm)  
In-person at Pier 1 and remote via MS Teams**

**Meeting Notes**

**NAC Members Present**

Katy Liddell, (Co-Chair), South Beach/Rincon/Mission Bay Neighborhood Association  
Jane Connors (Co-Chair), Ferry Building, Hudson Pacific Partners  
Ted Choi, City Kayak, Pier 40  
Shani Krevsky, Exploratorium  
Marc Dragun, Brannan Homeowners Association  
Bruno Kanter, North Beach Neighbors  
Stewart Morton, San Francisco Heritage  
Carol Parlette, Golden Gateway Commons  
Vivian Perez, Metro Events  
Bob Iwersen, Gateway Apartments  
Alec Bash, Alternate for Bob Iwersen  
Bob Harrer, Barbary Coast Neighborhood Association  
Ritika Puri, Watermark Homeowners Association  
Mahesh Katwani, Alternate for Ritika Puri  
Stan Hayes, Telegraph Hill Dwellers

**NAC Members Absent**

Mary Jane Large, Golden Gateway Commons, BCNA  
Flicka McGurrin, Pier 23 Café  
Diana Taylor, Alternate for Bob Harrer  
Al Fontes, Alternate for Stan Hayes

**Port Staff**

Patrick Foster, NAC Coordinator  
David Le, NAC Coordinator  
Amy Cohen  
Christine Maher  
Wyatt Donnelly-Landolt  
David Beaupre  
Jai Jackson  
Kimberley Beal  
Ming Yeung  
Wendy McArthur  
Ryan Wassum  
Eric Young

## **Presenters**

Jesse Blout, Strada  
Lih-Chuin Loh, Strada  
Will Goodman, Strada  
Andrew Byrne, Grimshaw Architecture  
JD Beltran, Community Arts Stabilization Trust (CAST)

## **Audience**

Paloma West  
Morton Mah  
Earl Gee  
Andrew Brooks  
John Cornwell  
Hildegard Kleinen  
Ashlyn Badea  
Bill Slavin  
Joe Goodman  
Greg Chiampou  
Mark MacDonald  
Pat Ash  
Anthony Ramirez  
Vivian Perez  
Mahesh Tirupattur  
Judy Lin  
Abbas El Gamal  
Teddy Heekin  
Whitney Grover  
Janet Yoon  
Ed Cymerys  
Alan D  
Tom Ryan  
D. Drue  
Chris Boshuizen  
Tyler Davis  
Seth Hamalian  
Jean Dowdall  
Keith Brown  
Nora A  
Tina Cardaris  
Ellen Johnck  
Marta De Bortoli  
Lotta von Boehmer  
Patricia Neel  
Yuriko Jewett

### **1. Announcements and Introductions (5:30 - 5:40 pm)**

- New Port NAC coordinator
  - Introduction of David Le, Port property manager for the northern waterfront, who will serve as new staff coordinator for NAC

- Volleyball court update
  - Complications discovered for the install at Brannan St. due to some structural issues on the pier deck so the court is now being considered for placement at South Beach Harbor
- Change to Agenda
  - JD Beltran will be filling in for David Keenan as presenter for the Community Arts Stabilization Trust (CAST)
- Next meeting currently scheduled for May 21st
- Roll call for committee members

## 2. **Approval of Draft Meeting Notes:** NAC September 18, 2024 meeting (5:40 - 5:45pm)

Notes approved by Katy Liddell and Jane Connors

## 3. **SWL 330 Development:** Design update presentation for proposed residential project on Seawall Lot 330. – Jesse Blout, Strada Investment & Andrew Byrne, Grimshaw Architecture (5:45 - 6:30pm)

### Q&A

- Stan Hayes – Understood the plan was to do pier and housing development together. Is the pier still going to get done? Willingness to go forward with the residential build was somewhat tied to the development on the piers.
  - Jesse Blout – Yes we think the piers will still get done. It has always been the plan to go first with the residential build to be one of the economic engines to fund the work on the pier, including sea level rise adaptation. Port is able to bond against the construction property tax value of the project. We want to keep going on the residential with substantial investment in the design, aiming to move to permitting and construction as soon as we can. We are not walking away from the pier and are working with Spark Social on an interim activation plan for the pier during this time. We are analyzing the seismic conditions of the pier to ensure the activation will be safe, we will come back with different concepts for how to activate the pier.
  - Wyatt Donnelly-Landolt – The goal is to close the funding gap, the seawall lot is a subsidy to help the piers along, once that is in place and we have certainty about revenues, it should get us closer to executing on the piers project.
- Stewart Morton – How many pools in the residential project?
  - Jesse Blout – Two pools, one per each phase.
- Bob Iwersen – The terminology used is for apartments, this won't be condos correct? We need the housing so I'm ok with the pier side being pushed off.
  - Jesse Blout – Correct, the lot is on a ground lease so cannot do condos.
- Marc Dragun – Nice to see the revised project, I have 3 different comments. The massing – you've done a good job trying to keep it close to the original height limit, my frustration is with the state law which allows for more dense development than original zoning. Credit to Strada for keeping close to the zoning as much as possible. 2<sup>nd</sup> concern – this looks a lot like the Watermark, with promises for pier development but there is no market for office right now. It is incumbent on Port to figure out how they are going to safeguard revenue that is coming from the residential side to save it for the office development to avoid what happened with the Watermark developer. 3<sup>rd</sup> comment on the design element, you've done a very good job keeping the lines simple and elegant, this is a lasting design that will not look dated like other buildings in the area.
- Mahesh Katwani – I have been following this from day one, Strada has done a good job on this design, appreciate that they reduced the amount of units, also like the idea of increased parking.

- Bruno Kanter – The building is elegant in design, appreciate the articulation. The retail portion with a fitness center seems like it might need more articulation similar to the rest of the project, something with more open space like on the Bryant side so that stretch doesn't become a big wall along the roadway.
- Bob Harrer – Support the comments from Stan and Marc. This has always been a complicated project trying to deal with sea level rise and attract development. Impressed by the number of considerations that Strada has taken based on community input, a reasonably good job under the circumstances.
- Ted Choi – Consider the junction of Bryant and Embarcadero – sometimes that corner is flooded with foot traffic, could be crowded/dangerous, better to setback for forgiving space.
- Joe Goodman – Given the history of the watermark, what legal guarantees exist that Piers 30-32 improvements will occur?
  - Wyatt Donnelly-Landolt – There is no legal guarantee to construct Piers 30-32, given the change in office market that project is too speculative at this stage, we are capturing as much value as we can for the piers and accelerating the housing as much as possible, if we required a legal guarantee we wouldn't have a project. We want to see this advanced but can't guarantee, we want to position the project to give it as good of a shot as possible.
  - Jesse Blout – Strada is located in this neighborhood, our office is nearby, we have staked our reputation on this project, if anyone can pull off the piers it is going to be us. We have a lot of time and money invested, we won't see this as a success unless we can develop the piers.
- Timing of residential project?
  - Jesse Blout – We are hoping to be done with negotiations on the ground lease by end of this year. After signing the lease we expect 12 months for developing the construction documents, another 9 or so months for permitting and financing, so likely 2.5 years from ground lease approval, hope it can go sooner if possible.
- John, Portside resident – Shares concern about Strada walking away from the piers, understand this is an expensive environment and limited federal funds, but temporary activation is not the same as a rebuild.
- Many attendees were still waiting to comment
  - Jesse Blout – We have been going directly to groups in the neighborhood like the Watermark and the Brannan. We would be happy to do more meetings in person in the community and gather additional feedback.
- Earl Gee, Portside – Do not appreciate being unable to make this statement earlier. Appreciate outreach Strada has made, but we requested cutting back the north corner away from Embarcadero and Bryant to preserve bay views and create open space. The tower close to Portside eliminates many of our cherished bay views. We also shared concern that the intersection at Bryant will be very problematic during commute hours. Please explore access on Beale Street outside of direct traffic. We have had a number of meetings but the project doesn't fundamentally change. It is a problem if nothing is done with the outreach.
  - David Beaupre – We will consider a special NAC meeting to extend the conversation with more time for public comment.
- Alec Bash – Recommend more discussion at the next meeting about how the residential development can fund the piers portion via bond financing.
  - David Beaupre – Yes we can arrange for Port to present more on this aspect along with Strada.

#### **Written Comments (via email)**

- Earl Gee – Dear NAC Chairs and Members, My name is Earl Gee of Portside. We appreciate the outreach Strada has made to Portside, as we are directly across the street from SWL 330 and potentially most negatively impacted by the proposed development on SWL 330. Per our Feb 9, 2023 input, we requested cutting back the 5-story North corner of the proposed development on

SWL 330 away from the Embarcadero and Bryant to preserve Bay views for the entire front of Portside and provide open space instead. The proposed tower's position so close to Portside severely restricts or eliminates many of our cherished Bay views. We also requested positioning the proposed tower towards the center and back of SWL 330 to preserve Bay views. We have seen no response to this input. Per our Mar 15, 2025 input, the current proposed port cochere at the T-intersection of Main and Bryant will be very problematic during the morning rush hour from 7–10am and afternoon rush hour from 3–7pm. It will render our streets impassable, and returning to our homes impossible. Kindly explore access on Beale Street, out of direct traffic. We look forward to these options being explored. They are feasible, practical, and would demonstrate consideration of Portside as a legitimate stakeholder in the neighborhood.

- Douglas Hanlin – As one of the property owners at the Portside condominiums, I would like to voice my strong support for the Port's plans for developing Piers 30/32 and SWL 330. I am excited about the addition of this development to the neighborhood. These lots are in a prime location and have sat undeveloped for far too long. I feel that Strada has been responsive to the concerns voiced by some of the residents here and have made appropriate modifications. I simply don't understand why some residents here would prefer vacant lots falling into decay rather than developing the land, particularly when the project includes park and open space as well as much needed affordable housing. Please get this project rolling!

4. **Pier 29 CAST:** Informational presentation on a two-year license agreement for a proposed arts and culture activation at Pier 29 by Community Arts Stabilization Trust (CAST), a Bay Area nonprofit leader in arts real estate development. – JD Beltran, CAST (6:30 - 7:00pm)

#### Q&A

- Jane Connors – This is a great addition to the waterfront, will be a great draw and opportunity to continue our post-pandemic recovery.
- Stan Hayes – Likes the idea for this location.
- Stewart Morton – Any changes to the building?
  - Amy Cohen – There will be general repairs to prepare the exhibit space in the shed and so the outside can be used for occasional events.
- Shani Krevsky – This will add to a thriving destination on the waterfront and should bring people who aren't normally coming to the area. This will be a great activation on top of housing and retail recovery in the neighborhood.
- Bob Harrer – This is a creative use of the shed at Pier 29, are there concerns about congestion, what are the frequency/scale of public events that you foresee and are there concerns about congestion, especially traffic impacts on days with cruise ships
  - JD Beltran – There will only be about 40 total regular users of the building. The program of public exhibitions and events are still being worked out, advance notice will be provided to the Port and it will be smaller scale than is typical of larger museums.