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November 11, 2024

Board of Supervisors

Budget & Finance Committee

1 Dr. Carlton B. Goodlett Place

San Francisco, CA 94102

Re: Term Sheet Endorsement: Pier 45 and Seawall Lots 300/301 - SUPPORT – Port of San Francisco and Fisherman’s Wharf Revitalized LLC

Honorable Board of Supervisors Chan, Mandelman, and Melgar,

On behalf of the United Food and Commercial Workers Union Local 5 I would like to express my strong support for the Term Sheet Endorsement for Pier 45 and Seawall Lots 300/301 (the Triangle Lot) at Fisherman’s Wharf.

Fisherman’s Wharf is a critical asset for the City’s Northern Waterfront as it houses the last vestige of a time-honored but challenged commercial fishing industry and represents an important engine of long-term economic vitality and growth for San Francisco. Unfortunately, the COVID-19 pandemic and related economic downturn have significantly affected Fisherman’s Wharf, leading to the closure of numerous longstanding Port tenant businesses. Approved now by the Finance Committee and later by the full Board of Supervisors. The vote will be followed by thorough environmental and regulatory reviews and intense lease negotiations. The proposed project offers a unique opportunity to build on the Port’s current investments in Fisherman’s Wharf’s recovery, elevate the fishing industry and heritage of the area, and introduce substantial private capital investment toward a more resilient shoreline. With more than one-third of the project’s budget devoted to public realm and sea wall improvements, this is an opportunity to support private investment with significant resilience and Bay quality benefits. With rising sea levels, Fisherman’s Wharf is greatly at risk of inundation and the project would raise the elevation of both Peri 45 and Seawall Lots 300/301 to meet year 2100 projected Sea Level rise (SLR) levels. All of this will be accomplished using full union labor.

With the Port’s limited resources, sea level rise seismic concerns, and the need to re-invigorate a Fisherman’s Wharf in economic decline, approval of the term sheet will allow this project to progress to the next stages of exploration. Lou Giraudo’s team is committed to ongoing community engagement. UFCW Local 5 fully supports this economic investment, which will enhance Fisherman’s Wharf, help fight decline in an important commercial fishing industry, restore the Wharf to its prior luster, and provide significant economic benefits to the Northern Waterfront and San Francisco as a whole.



James Araby
Director of Strategic Campaigns, UFCW Local 5

November 12, 2024

Board of Supervisors
Budget & Finance Committee
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Re: Term Sheet Endorsement: Pier 45 and Seawall Lots 300/301 - SUPPORT

Honorable Board of Supervisors Chan, Mandelman, and Melgar,

I am the owner of One Ocean Seafood, a local supplier and distributor of fresh seafood operating on Pier 45; I deliver my product throughout San Francisco, Marin, Sonoma, the Peninsula and the South Bay areas. I am writing to ask the Committee to approve the Term Sheet for Pier 45 and Seawall Lots 300/301 (the Triangle Lot) at Fisherman's Wharf.

I started my company over ten years ago and have observed and experienced the many challenges fishermen and fish processors have faced at Pier 45. The impact of the pandemic, the overall deterioration of the area, the lack of significant private investment in Pier 45 and the resulting closure of restaurants and businesses have all caused Fisherman's Wharf to become almost forgotten. I don't know that visitors even know where to buy fresh seafood anymore.

The project promises to support the commercial fishing industry through direct investment and by creating different ways to display and sell locally-sourced fish, including a seafood market, "off-the-boat" sales points and locally operated food stalls that will sell only prepared seafood to be consumed on a "takeaway" basis. This will create many opportunities for businesses like mine to grow and prosper, and for Fisherman's Wharf to be restored to its iconic status in San Francisco. I ask that the term sheet be approved to allow the further exploration of this project.

Sincerely,

Patrick Guyer - Owner
One Ocean Seafood
650-222-8685

November 11, 2024

Board of Supervisors
Budget & Finance Committee
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Re: SUPPORT for Term Sheet Endorsement: Pier 45 and Seawall Lots 300/301

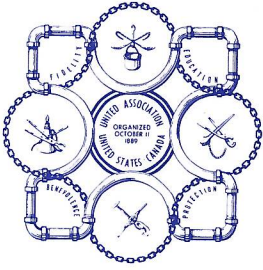
Honorable Board of Supervisors Chan, Mandelman, and Melgar,

My family and I have been owners and operators of various businesses at Fisherman's Wharf for generations, most recently as the current owners of Capurro's Restaurant on Jefferson Street. I've experienced first-hand the decline at Fisherman's Wharf that's resulted from the pandemic and the absence of any meaningful private investment in the area in over 50 years. In fact, the last significant private investment was Lou Giraudo's development of the Boudin flagship nearly 20 years ago. Despite my best efforts, my business continues to be impacted by the decline at Fisherman's Wharf.

The proposed project will re-energize Fisherman's Wharf and the neighboring area in a way that will increase visitor traffic to pre-pandemic levels and beyond. This will allow local businesses like mine to prosper and grow, will generate revenue for the Port and City, and will create new open public gathering space for locals and tourists alike. This project also promises to support the commercial fishing industry by guaranteeing and investing in the fishers' storage, staging and equipment facilities for decades to come. Most importantly, the project will restore a critical link between Pier 39 and Aquatic Park, which will improve all of the businesses along Jefferson Street and the outlying areas, including mine. For these reasons, I ask that the term sheet be approved and that further exploration of the project be allowed.

Thank you for your consideration,

Paul Capurro
Owner
Capurro's Restaurant



UNITED ASSOCIATION OF JOURNEYMEN AND APPRENTICES OF THE PLUMBING AND PIPE FITTING INDUSTRY

LOCAL UNION NO. 38

1621 MARKET STREET • SAN FRANCISCO, CA 94103

November 12, 2024

Board of Supervisors
Budget & Finance Committee
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Re: Term Sheet Endorsement: Pier 45 and Seawall Lots 300/301 - SUPPORT – Port of San Francisco and Fisherman’s Wharf Revitalized LLC

Honorable Board of Supervisors Chan, Mandelman, and Melgar,

On behalf of the Plumbers and Pipefitters Local Union 38, I am writing to express our strong support for the endorsement of the Term Sheet for the redevelopment of Pier 45 and Seawall Lots 300/301 (the Triangle Lot) at Fisherman’s Wharf.

Fisherman’s Wharf has long been an iconic and vital economic area of San Francisco; however, it has been without significant private investment for several decades. The proposed revitalization plan by Fisherman’s Wharf Revitalized (FWR) will serve as a catalyst for reinvigorating the entire area. This comprehensive redevelopment project will create new employment opportunities, enable local businesses to thrive, generate substantial revenue for both the Port and the City, and establish new public spaces for both residents and visitors to enjoy.

Under the leadership of Lou Giraudo and his team, FWR is committed to supporting the long-term sustainability of the fishing industry at Pier 45, while also investing in critical waterfront infrastructure where the Port’s resources are currently limited. Importantly, all construction work associated with this project will be carried out using full union labor, ensuring that the local workforce is directly involved in this transformative initiative.

Given the Port’s constrained financial resources, this public-private partnership is essential to restoring Fisherman’s Wharf to its former prominence and addressing the economic decline in the area. The approval of the Term Sheet will enable the Port to further explore and develop this important project, which promises to benefit the entire Northern Waterfront and contribute to the broader economic health of San Francisco.

Lou Giraudo and his team are deeply committed to ongoing community engagement throughout the development process. BCTC fully supports this strategic investment, which will not only revitalize Fisherman’s Wharf but also preserve and strengthen the region’s critical commercial fishing industry. We believe this project represents a crucial opportunity to restore the area’s economic vibrancy and public accessibility.

We respectfully urge the Committee to endorse the Term Sheet, as it has the full support of BCTC and numerous other representatives of organized labor. This redevelopment will bring significant benefits to the community, enhance the waterfront's role in the city's economy, and ensure long-term prosperity for the people of San Francisco.

Thank you for your consideration of this important matter.

Sincerely,

A handwritten signature in blue ink, appearing to read "Larry Mazzola Jr.", written in a cursive style.

LARRY MAZZOLA JR
Bus.Mgr & Fin.Secty-Treas.

San Francisco Building and

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EMAIL: rudy@sfbuildingtradescouncil.org



Construction Trades Council

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in Craftsmanship*

LARRY MAZZOLA, JR.
President

RUDY GONZALEZ
Secretary - Treasurer

JOHN DOHERTY
RAMON HERNANDEZ
Vice Presidents

November 11, 2024

Board of Supervisors
Budget & Finance Committee
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Re: Term Sheet Endorsement: Pier 45 and Seawall Lots 300/301 - SUPPORT - Port of San Francisco and Fisherman's Wharf Revitalized LLC

Honorable Board of Supervisors Chan, Mandelman, and Melgar,

On behalf of the San Francisco Building and Construction Trades Council (BCTC), I am writing to express our strong support for the endorsement of the Term Sheet for the redevelopment of Pier 45 and Seawall Lots 300/301 (the Triangle Lot) at Fisherman's Wharf.

Fisherman's Wharf has long been an iconic and vital economic area of San Francisco; however, it has been without significant private investment for several decades. The proposed revitalization plan by Fisherman's Wharf Revitalized (FWR) will serve as a catalyst for reinvigorating the entire area. This comprehensive redevelopment project will create new employment opportunities, enable local businesses to thrive, generate substantial revenue for both the Port and the City, and establish new public spaces for both residents and visitors to enjoy.

Under the leadership of Lou Girardo and his team, FWR is committed to supporting the long-term sustainability of the fishing industry at Pier 45, while also investing in critical waterfront infrastructure where the Port's resources are currently limited. Importantly, all construction work associated with this project will be carried out using full union labor, ensuring that the local workforce is directly involved in this transformative initiative.

Given the Port's constrained financial resources, this public-private partnership is essential to restoring Fisherman's Wharf to its former prominence and addressing the economic decline in the area. The approval of the Term Sheet will enable the Port to further explore and develop this important project, which promises to benefit the entire Northern Waterfront and contribute to the broader economic health of San Francisco.

Lou Girardo and his team are deeply committed to ongoing community engagement throughout the development process. BCTC fully supports this strategic investment, which will not only revitalize Fisherman's Wharf but also preserve and strengthen the region's critical commercial fishing industry.

We believe this project represents a crucial opportunity to restore the area's economic vibrancy and public accessibility.

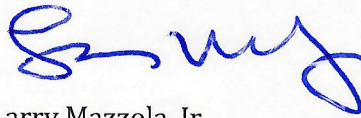
We respectfully urge the Committee to endorse the Term Sheet, as it has the full support of BCTC and numerous other representatives of organized labor. This redevelopment will bring significant benefits to the community, enhance the waterfront's role in the city's economy, and ensure long-term prosperity for the people of San Francisco.

Thank you for your consideration of this important matter.

Sincerely,



Rudy Gonzalez
Secretary-Treasurer



Larry Mazzola, Jr.
President

November 12, 2024

Board of Supervisors
Budget & Finance Committee
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Re: SUPPORT FOR Term Sheet Endorsement: Pier 45 and Seawall Lots 300/301

Honorable Board of Supervisors Chan, Mandelman, and Melgar,

As a lifelong San Franciscan, owner of The Franciscan Restaurant (among other restaurants in the city) and a member of the Fisherman's Wharf Advisory Committee, I am writing to express strong support for the Term Sheet Endorsement for Pier 45 and Seawall Lots 300/301 (the Triangle Lot) at Fisherman's Wharf.

Over the past several years I've been able to witness first-hand the extent of under-investment in Fisherman's Wharf, and the resulting decline in the area's business volume. These circumstances were made worse by the pandemic. Many fellow restaurant and business owners have chosen to surrender their leases rather than invest, and this has added to the decline. In fact, since the pandemic no one except Fisherman's Wharf Revitalized (FWR) has come forward with any significant investment for the Wharf - investment dollars the Port currently does not have.

FWR has had dozens of meetings with FWAC and several of its members. These have been very productive, and I've seen the concept evolve dramatically based upon the feedback received at the meetings. I know that FWR is committed to that kind of ongoing collaboration and engagement.

The proposed project will re-energize the entire area in a way that will increase visitor traffic to pre-pandemic levels and beyond. This will allow local businesses like mine to grow and prosper, will generate revenue for the Port and City, and will create new open public gathering space for locals and tourists alike. This project also promises to support the commercial fishing industry by strengthening marine infrastructure and guaranteeing the fishers' storage, staging and equipment facilities for decades to come. This will restore Fisherman's Wharf to its important role within the City's Northern Waterfront - it's an investment that needs to be made now for ALL of our collective benefit. For all these reasons, I ask that the term sheet be approved.

Sincerely,

Dante Serafini -Owner
The Franciscan Restaurant



Board of Supervisors
Budget & Finance Committee
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

November 13, 2024

Re: Term Sheet Endorsement: Pier 45 and Seawall Lots 300/301 - SUPPORT

Honorable Board of Supervisors Chan, Mandelman, and Melgar,

We write to express our full-throated support for the Fisherman's Wharf Revitalized project and urge your endorsement of the agreed Term Sheet.

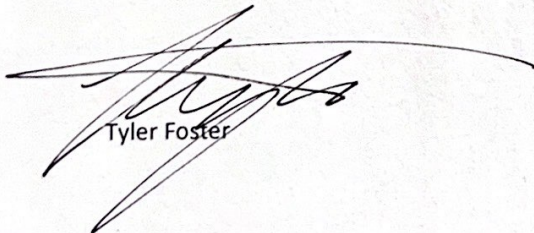
As one of the Port of San Francisco's oldest tenants, our multi-generational organization has seen the ups and downs of the area and weathered many economic challenges and natural disasters. Now, more than ever, we need fresh ideas and capital to breathe new life into an area which is still, sadly, a shadow of its former self.

Like many of the fishermen who lost equipment in the May 2020 fire in Shed C, we lost our entire administrative office and a trove of historical documents and photos that can never be replaced. Like them, we are still reeling from the economic downturn of COVID and, in our case, the achingly slow return of tourism to San Francisco and the Wharf. But we wholeheartedly support the vision laid out by the Fisherman's Wharf Revitalized plan, and we believe there is a world where tourism and the commercial fishing industry can coexist and even benefit one another.

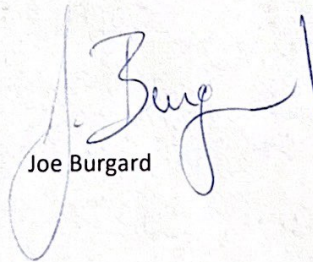
Frankly, we are lucky to have such interest (and capital) coming from the private sector that would create a project that meets so many of the Port's own goals for the area.

We hope you agree and this project continues to move forward.

Respectfully,



Tyler Foster



Joe Burgard



November 14, 2024

Board of Supervisors
Budget & Finance Committee
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Re: Term Sheet Endorsement: Pier 45 and Seawall Lots 300/301 - SUPPORT – Port of San Francisco and Fisherman’s Wharf Revitalized LLC

Honorable Board of Supervisors Chan, Mandelman, and Melgar,

On behalf of the National Union of Healthcare Workers I would like to express my strong support for the Term Sheet Endorsement for Pier 45 and Seawall Lots 300/301 (the Triangle Lot) at Fisherman’s Wharf.

Fisherman’s Wharf is a critical asset for the City’s Northern Waterfront as it houses the last vestige of a time-honored but challenged commercial fishing industry and represents an important engine of long-term economic vitality and growth for San Francisco. Unfortunately, the COVID-19 pandemic and related economic downturn have significantly affected Fisherman’s Wharf, leading to the closure of numerous longstanding Port tenant businesses. If approved after thorough environmental and regulatory reviews and lease negotiations, the proposed project offers a unique opportunity to build on the Port’s current investments in Fisherman’s Wharf’s recovery, elevate the fishing industry and heritage of the area, and introduce substantial private capital investment toward a more resilient shoreline. With more than one-third of the project’s budget devoted to public realm and sea wall improvements, this is an opportunity to support private investment with significant resilience and Bay quality benefits. With rising sea levels, Fisherman’s Wharf is greatly at risk of inundation and the project would raise the elevation of both Pier 45 and Seawall Lots 300/301 to meet year 2100 projected Sea Level rise (SLR) levels. All of this will be accomplished using full union labor.

The Port of San Francisco issued an RFI on May 20, 2023, which received only two letters commenting on the proposal. There are no letters or responses indicating competing investment interest. Consequently, the Board of Supervisors endorsed sole-source negotiations between the Port and Fisherman’s Wharf Revitalization LLC (FWR) to further this development.

With the Port’s limited resources, sea level rise, seismic concerns, and the need to re-invigorate a Fisherman’s Wharf in economic decline, approval of the term sheet will allow

this project to progress to the next stages of exploration. Lou's team is committed to ongoing community engagement. The NUHW fully supports this economic investment, which will enhance Fisherman's Wharf, help fight decline in the commercial fishing industry, restore the Wharf to its prior luster, and provide significant benefits to the Northern Waterfront and San Francisco as a whole.

Sincerely,



Sal Rosselli
President Emeritus

cc Sophia Mendoza
 Gordon Mar
 Lou Giraudo

November 11, 2024

Board of Supervisors
Budget & Finance Committee
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Re: SUPPORT FOR Term Sheet Endorsement: Pier 45 and Seawall Lots 300/301

Honorable Board of Supervisors Chan, Mandelman, and Melgar,

My family has owned and operated A. La Rocca Sea Food located on Pier 45 for well over 100 years. As a lifelong San Franciscan and owner of A. La Rocca Sea Food, I am writing to ask the Committee to approve the Term Sheet for Pier 45 and Seawall Lots 300/301 (the Triangle Lot) at Fisherman's Wharf.

For four generations, we've seen Fisherman's Wharf at both its best and its most challenged. For nearly fifty years, the wharf has experienced a virtual absence of any significant private investment, except for Lou Giraudo's construction of the Boudin flagship nearly 20 years ago. This lack of private investment, compounded by the economic impact of the pandemic, has caused a general deterioration of the buildings at Fisherman's Wharf, a closure of restaurants and other businesses, and a significant disruption to the northern waterfront visitor experience between Pier 39 and Aquatic Park. Fisherman's Wharf risks becoming a forgotten place, and the implications of that for the seafood industry, local businesses and the larger city and community is obvious.

The project will resuscitate Fisherman's Wharf in a way that will increase visitor traffic to pre-pandemic levels and beyond. This will allow local businesses to grow and prosper, will generate revenue for the Port and City, and will create new open public gathering space for locals and tourists alike. Most importantly, the project will support the commercial fishing industry through direct investment and by creating multiple outlets to showcase and sell locally sourced fish, including a best-in-class seafood market, "off-the-boat" sales points and upwards of twenty (20) locally operated food stalls that will sell only prepared seafood to be consumed on a "takeaway" basis. This will be a tremendous platform from which my family business will be able to continue to grow and prosper for the next generation and beyond. For all these reasons, I ask that the term sheet be approved.

Sincerely,

Michael La Rocca - Owner
A. La Rocca Sea Food