




SAN FRANCISCO PLANNING DEPARTMENT

General Plan Referral

Date: February 8, 2013
Case No. Case No. 2010.0493R
James R. Herman Cruise Terminal/ America's Cup Host Village at
Pier 27
Block/Lot No.: AB 9900, Lot 27
Project Sponsor: Port of San Francisco
Pier 1, The Embarcadero and Washington Street
San Francisco, CA 94111
Referred By: Diane Oshima
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Recommendation: Finding the project, on balance, is **in conformity** with
the General Plan
*Recommended
By:* 
John Rahaim, Director of Planning

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PROJECT DESCRIPTION

We are in receipt of your application dated October 29, 2012, requesting that the Planning Department consider a General Plan Referral application for the construction of a new cruise terminal building at Pier 27 – James R. Herman Terminal- for the 34th America's Cup event, and related ground transportation infrastructure to serve the city's current and future needs.

The project proposes the construction of a new cruise terminal building and ground transportation area to serve current and future needs associated with maintaining cruise ship to calls to the Port of San Francisco.

The project is divided in two phases.

Phase 1: basic infrastructure supporting the 34th America's Cup Host Village (July 2013-October 2013) with the construction of the James R. Herman Cruise Terminal.

Phase 2: Upon completion of the America's Cup Host Village would complete further improvements required to serve cruise terminal operations and the construction of the Northeast Wharf Plaza public open space.

PREVIOUS ACTIONS RELATED TO THIS PROJECT

The Port Commission, the Board of Supervisors and the San Francisco Bay Conservation and Development Commission (BCDB) have approved the project.

ENVIRONMENTAL REVIEW

The Major Environmental Analysis section of the Planning Department completed Environmental Review CEQA clearance under case n. 2010.0493E.

GENERAL PLAN COMPLIANCE AND BASIS FOR RECOMMENDATION

The Project is consistent with the following relevant objectives and policies of the General Plan. The Project is consistent with the following General Plan Policies. The Policies are shown in **bold font**, policy text is in regular font, and staff comments are in *italic font*.

POLICY 1

That existing neighborhood-serving retail uses be preserved and enhanced and future opportunities for resident employment in and ownership of such businesses enhanced.

The America's Cup Event Authority will have temporary retail outlets currently set up on Pier 27 throughout the 2013 sailing race events. The project does not displace any existing retail use as existing neighborhood-serving retail uses will be preserved. The development of a new cruise terminal will create a positive synergy for existing retail and will attract more visitors to San Francisco.

POLICY 2

That existing housing and neighborhood character be conserved and protected in order to preserve the cultural and economic diversity of our neighborhoods.

The current mix of residential and commercial uses will be preserved. The pier 27 cruise terminal will be the primary Port's cruise facility. Cruise ship activity will be preserved on the Northeast Waterfront thus preserving cultural diversity and economic vitality in that area.

POLICY 3

That the City's supply of affordable housing be preserved and enhanced.

The project does not affect in any way the current/ future supply of affordable housing.

POLICY 4

That commuter traffic not impede Muni transit services or overburden our streets or neighborhood parking.

The project does not generate commuter traffic demand. The project will provide an off-street Ground Transportation Area (GTA) in the open area between Pier 27 terminal building and the Pier 29 shed structure to minimize potential traffic flow impact due to travel access requirements of cruise ship activity.

POLICY 5

That a diverse economic base be maintained by protecting our industrial and service sectors from displacement due to commercial office development, and that future opportunities for resident employment and ownership in these sectors be enhanced.

The temporary use of Pier 27 during the America's Cup event will generate overall economic benefits to the City. The new Pier 27 maritime terminal will create a new, modern facility that will retain the long-time historic industry of San Francisco by preserving high-paying union jobs. The anticipated increase in number of visitors and tourists will bring an increase in economic activity in those industries. Special events related to the projects will bring additional service sector jobs.

POLICY 6

That the City achieve the greatest possible preparedness to protect against injury and the loss of life in an earthquake.

The new modern facility will incorporate will meet all code and seismic requirements. Pier 27 will also function as emergency staging area should a catastrophic seismic event occur during the time of the project.

POLICY 7

That landmarks and historic buildings be preserved.

The existing Pier 27 shed was found "non-contributing" after historic preservation analysis. The shed was eventually demolished in 2012. The pier underwent historic review and design review and its design is now consistent with Secretary of Interior's Standards for Historic Rehabilitation.

POLICY 8

That our parks and open space and their access to sunlight and vistas be protected from development.

The new proposed cruise terminal is in compliance with the 40 foot height limit applying to the Pier 27 site.

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| RECOMMENDATION: Finding the Project, on balance, in-conformity with the General Plan |
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