

Observation Wheel at the Music Concourse



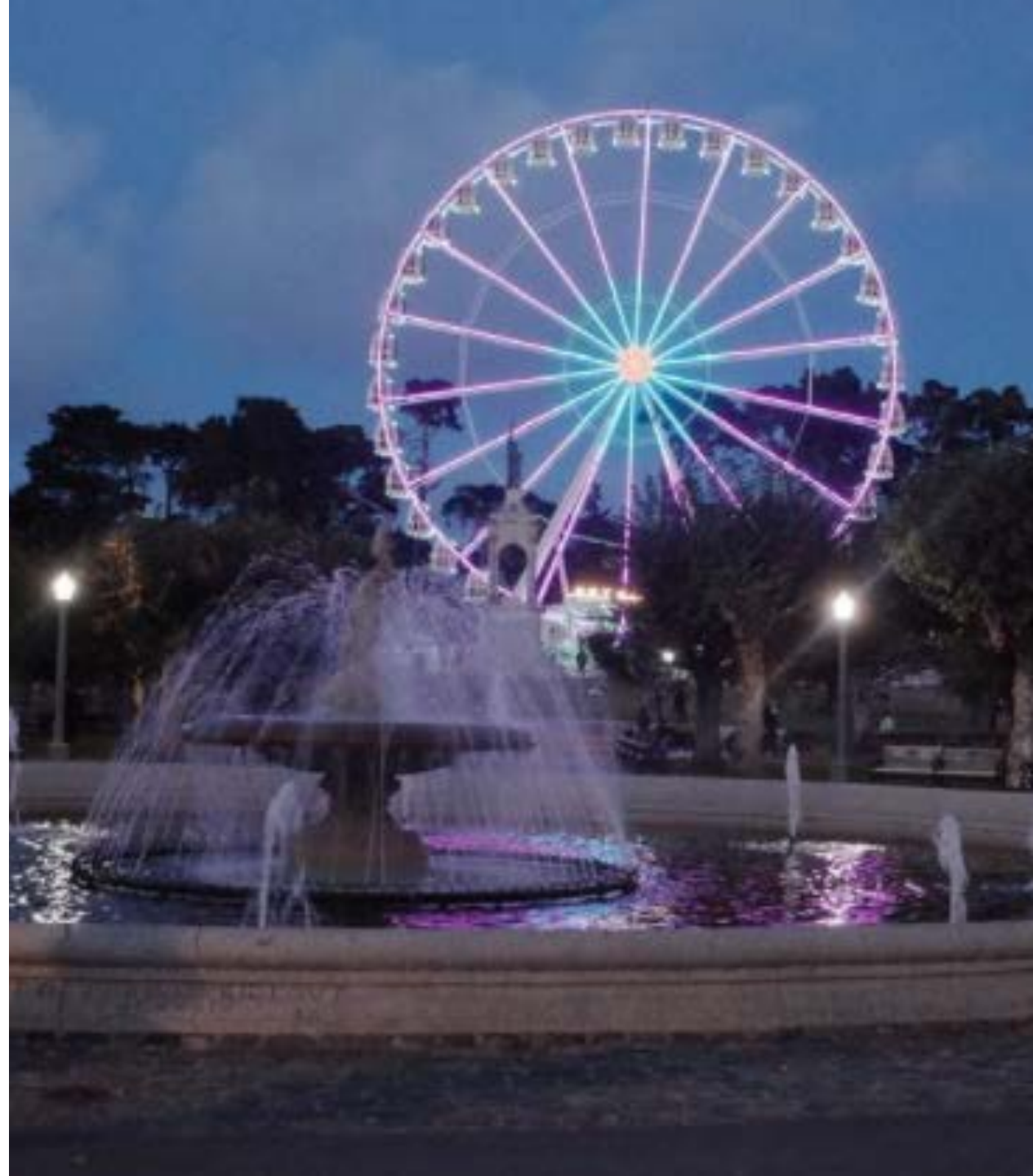
Historic Preservation Commission
March 3, 2021- Reconvened Meeting

GOLDEN GATE PARK 150 YEARS



Presentation Outline

- Quick Review of Extension Request
- Lighting: Summary of public input/outreach and modifications
- Generator: Summary of changes
- Economic Recovery: Additional information
- Overview of Approval Process



Extension Request for Temporary Installation

Given the negative COVID-19 impact , SFRPD is proposing to extend the Permit for 4 years:

Fulfill Original Expectations of Operations – Only Open 39 Days

With the future availability of operational days for the wheel and future capacity limits unknown, this permit modification will both:

- Accommodate the anticipated riders from the original permit
- Provide for an increase in ridership to help offset the financial hardship suffered by the Operator.

Support the Park & City's Recovery

During the brief time that the wheel was open, it attracted new visitors and increased visits to Museums and Gardens, Local Merchants in Inner Sunset & Nearby Commercial Corridors

By attracting visitors, the Wheel can support essential economic recovery for Golden Gate Park, the Park's cultural institutions, the neighborhood and the City itself as it seeks to draw tourists back to San Francisco when health officials deem it safe.

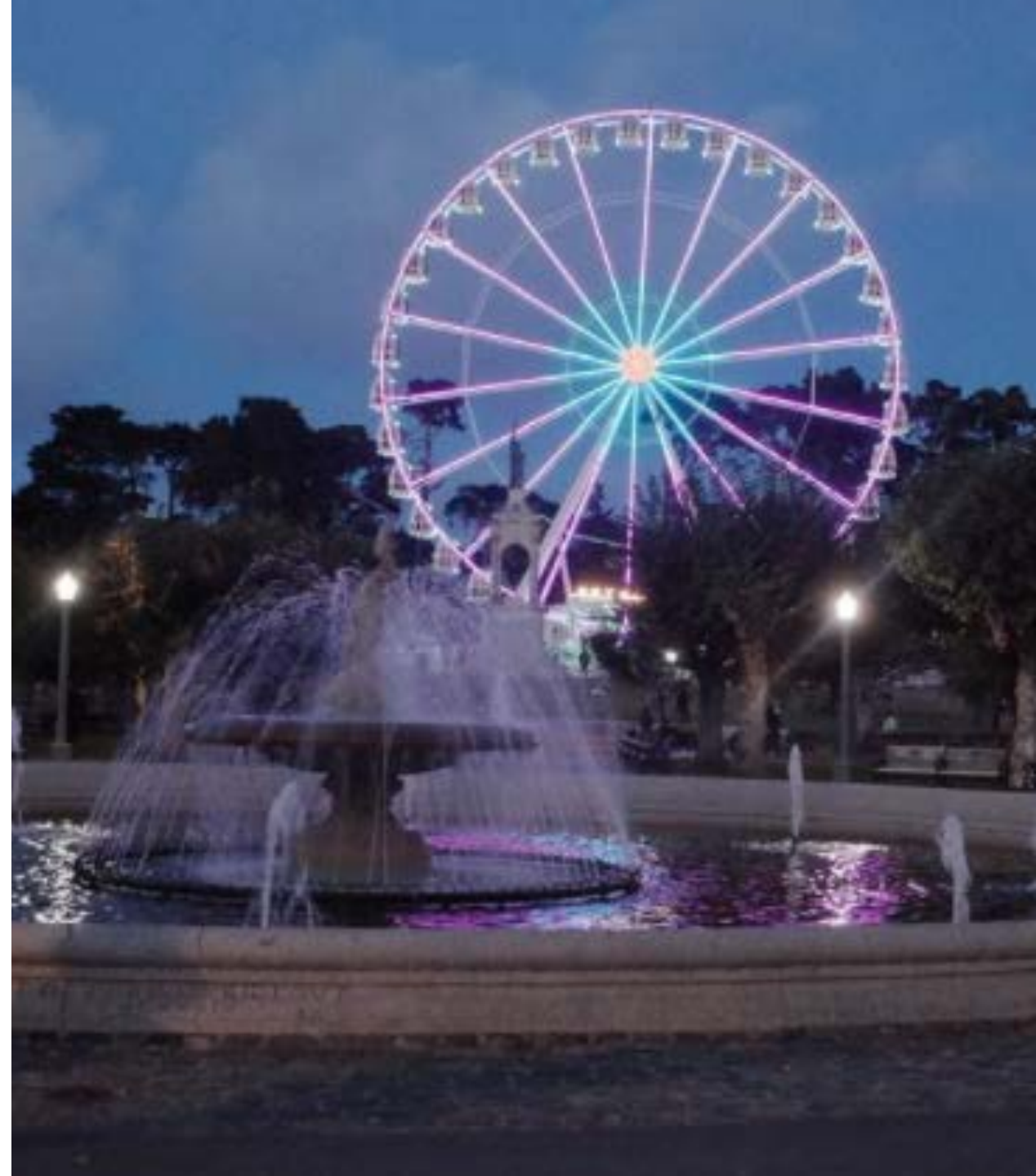
Lights - Community Outreach

Community Meetings & Public Hearings:

- December 19, 2019: Rec Park Commission on the permit
- January 15, 2020: HPC Hearing on CoA
- February 21, 2020: Community Logistics Meeting
- March 3, 2020: PROSAC Public Meeting
- October 14, 2020: Pre-Opening Meeting
- October 27, 2020: Post-Opening Targeted Lighting Outreach Meeting
- December 16, 2020: Historic Preservation Commission, update on issues regarding lighting
- February 4, 2020: Rec Park Commission Operations Committee

Notifications:

- Extensive outreach to park partners, neighborhood groups and other stakeholders
- Announced multiple times in our eNews and on our social media platforms
- Targeted stakeholder email notifications
- Postings around the wheel and via mailings for HPC Hearings
- Postings for Rec Park Commission Hearings



Responding to HPC Concerns - Lighting

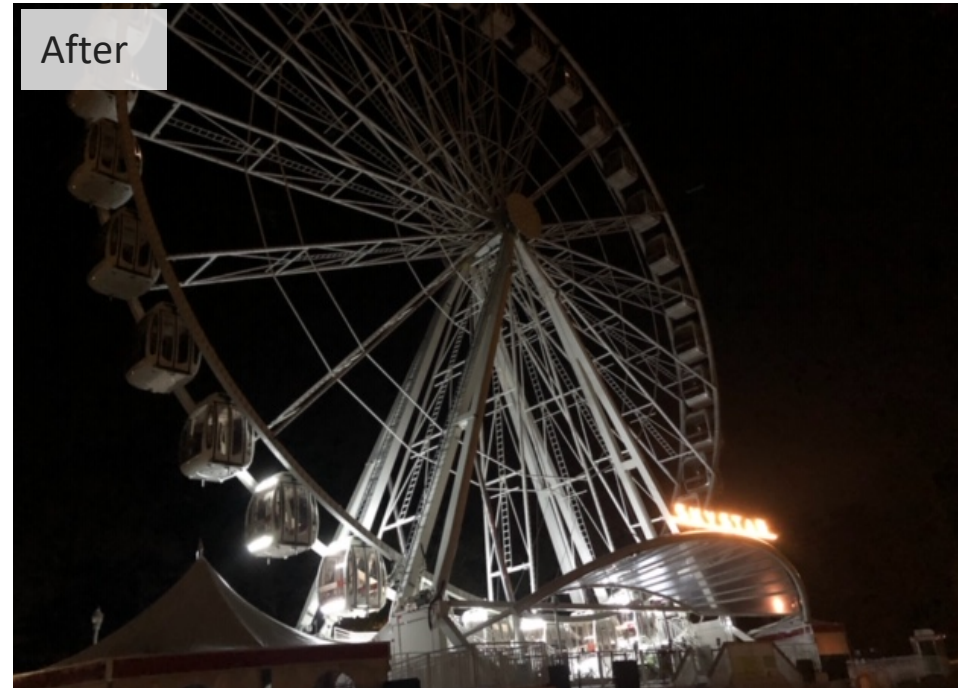
In response to HPC Conditions of Approval, RPD gathered additional feedback and implemented the following changes:

- Lights turned on after 10 pm and only minimal safety lighting is turned
- The light show no longer has white lights in the last hour of programming.
- To date no impact found

Before



After





Reducing Noise

Step 1: Generator is No Longer Running At Night

Step 2: Alternative Generator Identified

- Considerably quieter
- Existing generator is approximately 4 times louder than the proposed new one

Step 3: We are exploring sound attenuation solutions. The following slides show one example, using Echo Barriers.

Sound Attenuation



Improving Overall Appearance



Improving Overall Appearance



Improving Overall Appearance

Example

Example of Generator with Designed Wrap



Small Business Closure Rate

Percentage of All SF Businesses, and Leisure / Hospitality Businesses, Open for Business versus 1 year Previously (March 2020 - Feb 2021)



City Economists' Conclusion

Slide Presented by City Economist on February 22

- San Francisco's economy has performed much worse than other large U.S. cities, over the past year.
- This can be attributed to three major factors:
 - Safety-conscious behavior and regulation, which has also contributed to the city's very low COVID-19 death rate.
 - An absence of tourists and in-commuters.
 - Out-migration at a greater level than other cities.
- Like in other cities, low-wage service workers have borne the brunt of unemployment in San Francisco. Hiring in high-wage office industries is back to pre-COVID levels, though the work occurring remotely.
- Until office workers and hotel guests return, the unemployment rate is likely to remain elevated.
- Decisions that office workers and their employers make, about the prevalence of remote work after the pandemic, will likely drive the office and housing markets in the near-to-medium term.
- Quality of life improvements – including re-opening of entertainment businesses – will tip the balance



SFO says full recovery could take up to six years

Airport continues to struggle due to low passenger numbers, reduced flights

February 20, 2021

Support

Organizations*

Open Space and Nature

- Golden Gate National Park Conservancy
- Presidio Trust
- SF Botanical Garden Society
- Friends of Oak Woodlands
- SF Children & Nature Collaborative
- SF Parks Alliance

Small Business

- Annie's Hot Dogs & Pretzels
- Conchita Food Truck
- Flywheel Coffee
- Inner Sunset Merchants Assoc
- Manny Yeuketel, small business
- Parkwide Bike Rentals
- SF Mercantile
- SF Council of District Merchants Assoc
- Twirl and Dip

Economic Recovery and Tourism

- Golden Gate Restaurant Assoc
- Hotel Council
- iHeartMedia
- Marriott Fisherman's Wharf
- SF Chamber of Commerce
- SF Travel
- David Chiu, State Assembly
- Carmen Chu, City Administrator and Co-Chair Economic Task Force
- Phil Ting, State Assembly
- Scott Weiner, State Senator

Youth Focused Organizations

- America Scores
- Boys and Girls Club of SF
- Jamestown Community Center
- Stepping Stones Pre-School
- Street Soccer USA
- YMCA

Neighborhood Organizations

- A. Philip Randolph Inst.
- Grow the Richmond
- Inner Sunset Park Neighbors
- Mission Housing Development Corp
- Tenderloin Neighborhood Development Corp (TNDC)
- United Playaz

Golden Gate Park Partners

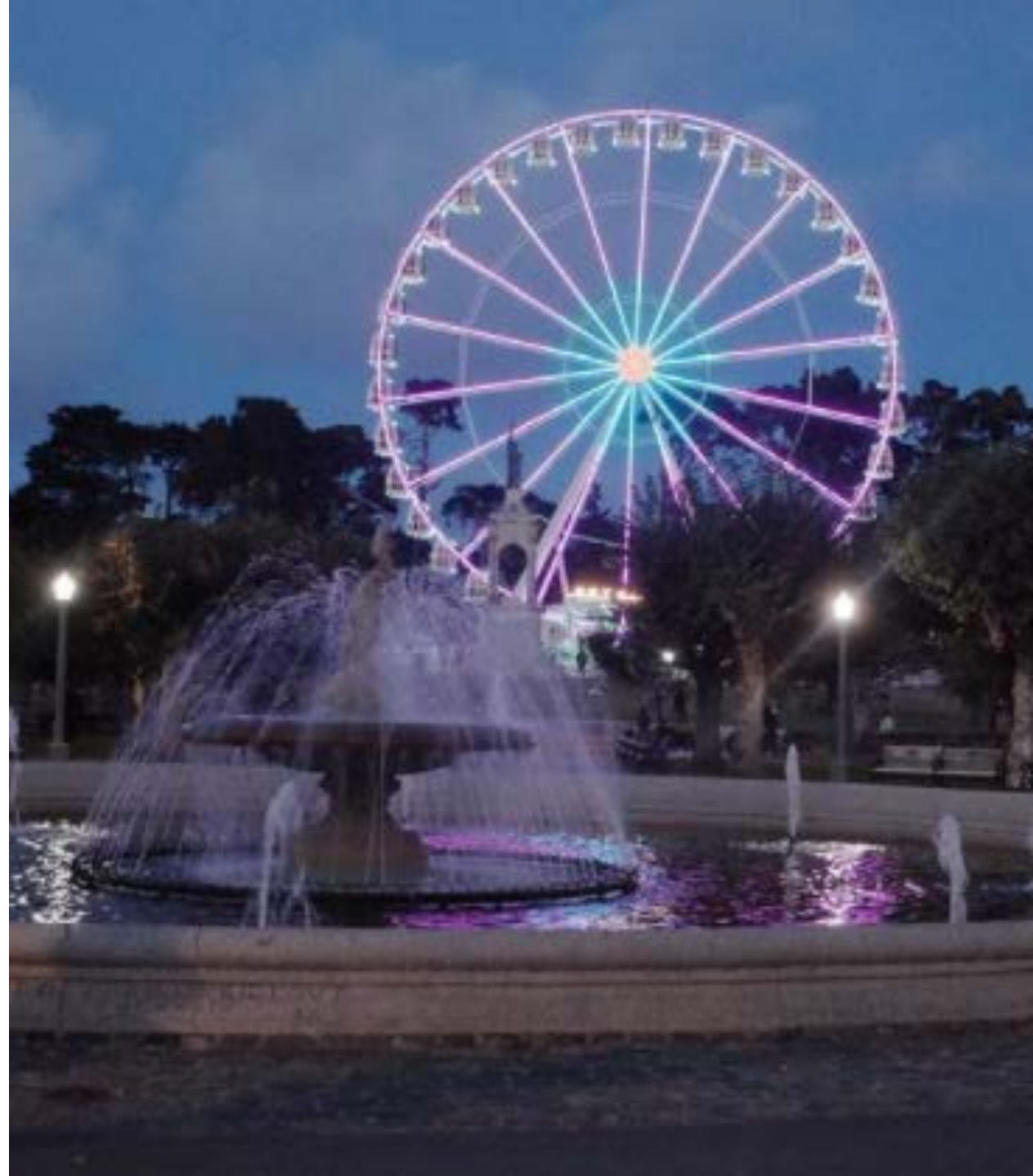
- AIDS Memorial Grove
- California Academy of Science
- de Young Museum
- GGP150 Honorary Committee
- GGP Park Band
- GGP Skate Patrol
- Illuminate
- Local 261
- SF Tennis Coalition

Over 1,200 **individuals** have taken written action to show their support for the wheel.

*partial list

Approval and Other Actions

- Historic Preservation Commission – February 17
 - Consideration of Certificate of Appropriateness
 - Continued to March 3
- Recreation and Park Commission – February 18
 - Approved with one abstention
- New Updates
 - 15% Discount for SF Residents
 - Expansion of free ticket program from 500 to 1000 to underserved communities
 - Free tickets for all graduating SFUSD seniors



Thank You



Firth Wheel, Midwinter Exposition of 1894



Today's Observation Wheel