

T. Fye

Port of San Francisco

Historic Tax Credits (HTC)



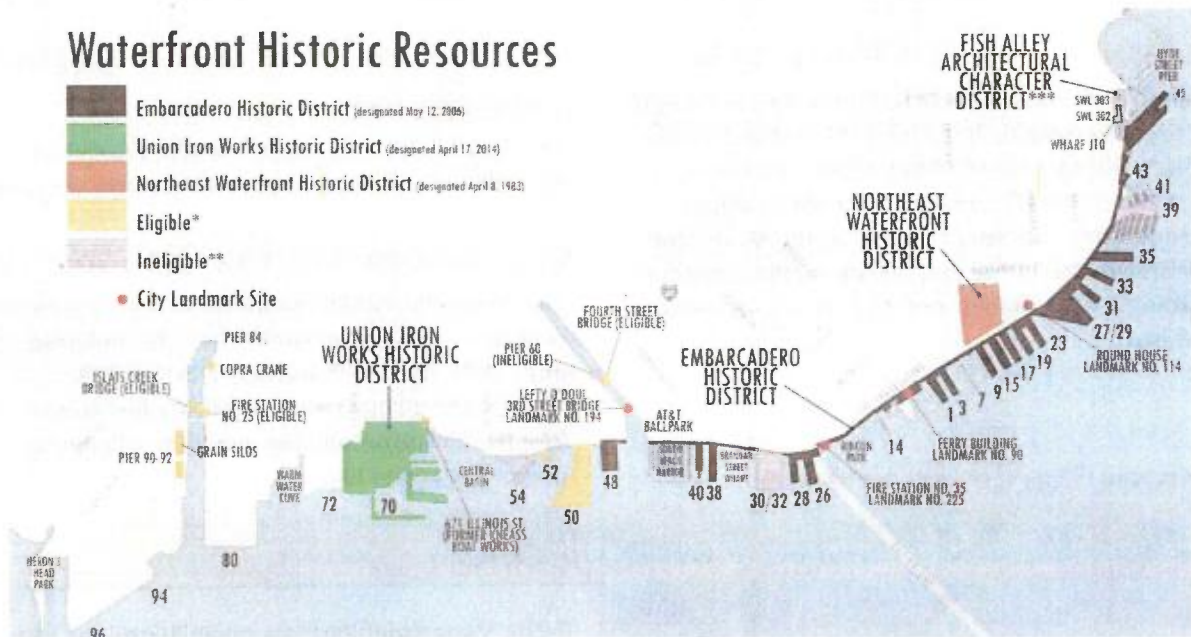
Overview

The Port manages 7.5 miles of the San Francisco Bay shoreline in trust for the people of California. As an enterprise agency, the Port utilizes revenue generated by leasing and developing its waterfront property to preserve its historic resources. The Port has two historic districts listed on the National Register of Historic Places that include projects eligible for 20% Federal Rehabilitation Tax Credit (HTC):

The **Embarcadero Historic District**, which includes an approximately three mile long seawall, bulkhead wharf and 19 finger piers, the landmark Ferry Building, and Agriculture that comprise the sole surviving break-bulk cargo Port in the U.S., and

The **Union Iron Works Historic District**, which chronicles historic ship building and repair at Pier 70 and includes a collection of historic buildings constructed from 1884 through 1945 at the close of World War II.

Waterfront Historic Resources



Historic Rehabilitation

The Port partners with development entities to rehabilitate historic resources, leveraging private investment by utilizing the HTC. The Port has completed four major waterfront rehabilitation projects and is close to completing a fifth rehabilitation project for a seven building complex Pier 70. The Port is finalizing two additional development agreements that would rehabilitate an additional five historic resources with the HTC.

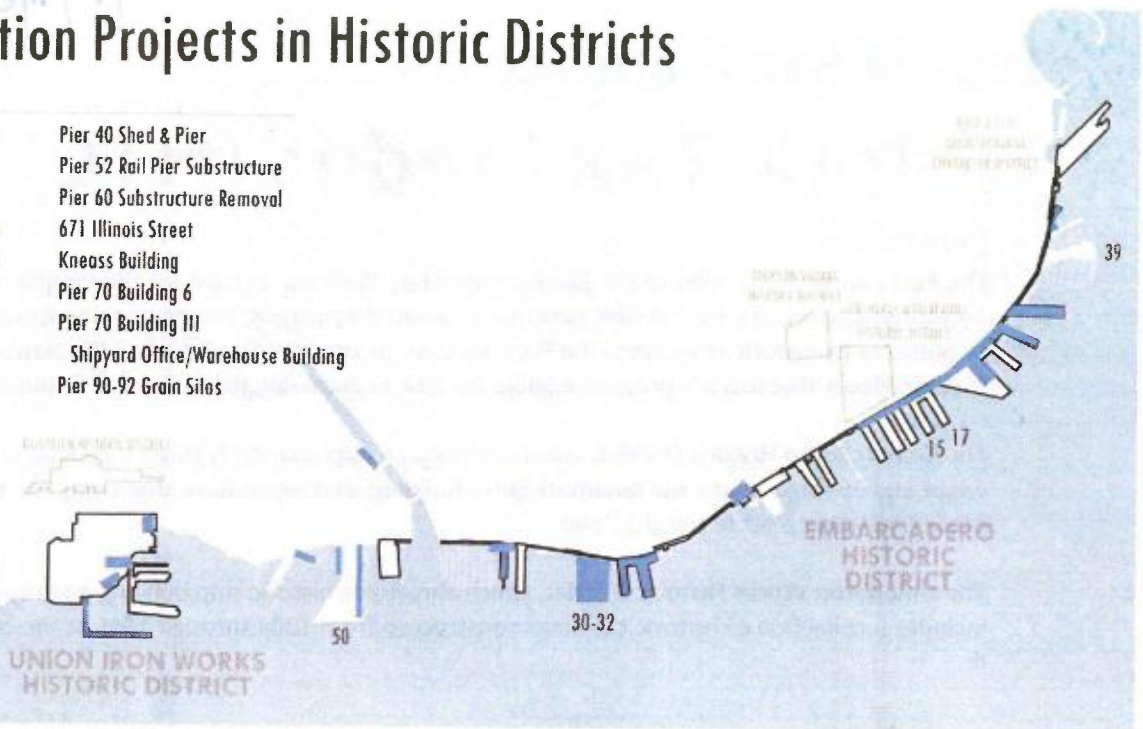
National Economic Benefits of HTC

The National Park Service has analyzed the economic effects of the HTC program in its Annual Report on the Economic Impact of the HTC for 2016 and determined that from 1978 to 2016 \$131.8 billion in HTC-related rehabilitation created 2,441,000 jobs and \$144.9 billion in GDP.

Pier Rehabilitation Projects in Historic Districts

Unfunded Repair Needs

- | | |
|-----------------------------------|------------------------------------|
| Pier 43.5 Ferry Arch Substructure | Pier 40 Shed & Pier |
| Pier 35 Cruise Terminal | Pier 52 Rail Pier Substructure |
| Pier 33 Aprons & Substructure | Pier 60 Substructure Removal |
| 31.5-9 Bulkhead/ Marginal Wharves | 671 Illinois Street |
| Pier 31 Bulkhead/ Marginal Wharf | Kneass Building |
| Pier 29 Shed | Pier 70 Building 6 |
| Pier 9 North & South Aprons | Pier 70 Building III |
| Pier 19 Apron | Shipyard Office/Warehouse Building |
| Pier 19.5 | Pier 90-92 Grain Silos |
| Agriculture Building | |
| Pier 26 | |
| Pier 26 Annex | |
| Pier 28 | |
| Pier 30-32 | |



HTC Repeal Places \$1.7 Billion at Risk

The estimated direct loss of the HTC for the Port and region would be crippling, ranging between \$260 million to \$350 million. Given the age and condition of Port historic resources, without the HTC, many Port projects will be financially infeasible. Repeal of the HTC places at risk the entirety of anticipated public and private sector investment in these projects, estimated at over \$1.7 billion, as well as associated jobs.

U.S. House of Representatives Bill (Tax Cuts and Jobs Act)

The House bill would repeal the HTC completely, threatening \$1.7 billion in public and private investment at the Port.

U.S. Senate Bill (Tax Cuts and Jobs Act)

The Senate bill would reduce the HTC to 10% of rehabilitation costs and would eliminate the HTC for buildings constructed after 1936. Port staff projects a loss of \$130 to \$175 million in HTCs and unknown loss of private investment. No World War II era historic buildings would be eligible for the HTC under the Senate bill.

The Historic Tax Credit at Work

H4 - Pier 1½-3-5 Historic Rehabilitation



Pacific Waterfront Partners rehabilitated the historic but condemned bulkhead buildings at Piers 1½ & 3 and added a new office building on a portion of Pier 3, a generous Bayside History Walk public access that meanders through Piers 1½-3-5, and recreational berthing facilities, including a public gangway for water taxi service and visiting motorized and hand-powered vessels. The project includes 60,000 square-feet of office space and 18,000 square-feet of retail space housing restaurants La Mar Cebicheria, Hard Water, Plant Café, and Coqueta. The Piers 1½-3-5 Historic Rehabilitation project was recognized with the California Preservation Award and San Francisco Architectural Heritage's Excellence in Architectural Heritage. With the assistance of the HTC, the project was completed in 2005 at a cost of \$65 million.

For more information:

November 2017

WEBSITE: <http://sfport.com/historic-preservation>

CONTACT: Brad Benson, brad_benson@sfport.com, 415-819-1759
Mark Paez, mark.paez@sfport.com, 415-705-8674

Received at HPC Hearing 11/15/17
R. Salgado

From: Tina DiRienzo
To: Salgado, Rebecca (CPC)
Subject: ghiradelli square project
Date: Tuesday, November 14, 2017 3:48:19 PM

Dear Ms. Salgado,

I am a resident at Fontana Eash Apartment Corporation located at 1000 North Point. My husband and I oppose the additional lighting and the addition of a sports bar entering from Polk.

The light emanating from the new Ghiradelli sign will disrupt the peaceful enjoyment of the residents at our community, particularly those in the 01 and 02 stack.

The current libations options - wine tasting and The Pub are not at capacity so why build another one? The additional traffic of patrons coming out to smoke a cigarette, etc... on Polk Street will be intolerable.

Do not ruin our neighborhood with this addition!!!

I'm sorry I will not be able to speak at the meeting Wednesday.

Tina DiRienzo
Director of Property and Asset Management
Swords to Plowshares
415-252-4787 ext 333



From: Ronald Ludwig
To: [Salgado, Rebecca \(CPC\)](#)
Subject: Ghirardelli Square project
Date: Tuesday, November 14, 2017 3:32:40 PM

Ms. Salgado,

The undersigned is a resident of Fontana East, 1000 North Point Street, which is located directly across Polk Street from the new west entrance into Ghirardelli Square.

The proposed signage and lighting on the west façade should not be approved by the Historic Preservation Commission. The new sign **would not be consistent with the historic look of Ghirardelli Square along Polk Street.** In addition, the lighting proposed for the sign would unnecessarily cause new night time glare along Polk Street which would greatly interfere with the present living environment of the residents of Fontana East.

Thank you for your consideration.

Ronald Ludwig

Ronald L. Ludwig
1000 North Point St. #1802
San Francisco, CA 94109
(415) 441-6870
RLLudwig@pacbell.net

From: RAE TERRY
To: [Salgado, Rebecca \(CPC\)](#)
Subject: Ghirardelli Square project
Date: Tuesday, November 14, 2017 3:54:12 PM

As a resident of 1000North Point unit 1101, I am concerned about the new project that is slated for the west side of Ghirardelli Square.

Particularly my concern has to do with the impact of the signage which is lit and faces the corner units of 1000 North Point. No height of the sign has been indicated on the rendering which I have seen. Additionally, there will be a noise and smoking factor that will directly face our building. Have any of these concerns been taken into consideration?

Additionally there is a parking issue on the Polk street side that 1000 North Point faces.

I would hope that the planning commission will respond to my concerns and take them into consideration in finalizing the project

I reside both in Los Angeles and San Francisco.

Rae Terry

Sent from my iPad
Rae Terry
2222 Avenue of the Stars
Unit #2402
Los Angeles, CA
90067
310 721 4828

From: Meg Reilly
To: [Salgado, Rebecca \(CPC\)](#)
Subject: Ghirardelli west side project
Date: Tuesday, November 14, 2017 4:55:20 PM

Dear Ms. Salgado,

I am a resident of 1000 North Point (Fontana building). My concerns regarding the proposed project on the west side of the Ghirardelli building are focused and important:

1. Light Pollution: The windows of a number of Fontana residents are a mere 60 feet (approximately) from the proposed lighted 20 foot sign. We already suffer from urban brightness at night. More nighttime ambient light is completely unacceptable. Why must the sign be lighted?

Like many others, I swim in Aquatic Park, often before dawn. While the huge Ghirardelli lighted sign on the north face of that building may be a welcome beacon that guides swimmers through early morning fog, it serves no other purpose when it burns through the night. Likewise, an additional nighttime lighted sign on the west side of the building serves no useful purpose whatsoever. If a west side sign is permitted, the permit should stipulate that lights are turned off between 9 p.m. and 9 a.m. In addition, the lights need to be located and hooded in a fashion that they do not shine into the adjoining resident windows. Lights shining north-south, but not west may or may not be a solution. In any case, an unlighted sign would be the solution of certainty.

2. Noise Pollution: Ghirardelli operations already impact residents at 1000 North Point during late night and early hours of the morning. The proposed project should stipulate that no outdoor amplification is permitted.

I wish I could say that Ghirardelli has been a good and considerate neighbor. Please build appropriate protections into the permit conditions to require good neighbor operations in connection with the proposed project.

Meg Reilly
1000 North Point #806

From: Bruce H. Frager
To: [Salgado, Rebecca \(CPC\)](#)
Cc: [Tina DiRienzo](#)
Subject: Historic Preservation Commission Planning Meeting Today
Date: Wednesday, November 15, 2017 8:24:00 AM

Hello Rebecca,

I live at the Fontana Eat Residences at 1000 North Point Street across from the proposed lighted 20' sign on the Polk Street façade on the Ghirardelli Square building.

Could you please add my voice to the meeting later today.

I & my wife, Tina DiRienzo have a strong objection to this sign for many reasons:

1. It is an insult to the historic nature of this building which is part of San Francisco and US national history.
2. It would totally change the appearance and feeling of the street from a quiet shared neighborhood to one dominated by the proposed and imposing 20' commercial lighted sign.
3. Our residents whose homes face this sign would have their homes filled with the obtrusive light from this large sign across the street well after they go to bed also encouraging & enabling loud customer activity late into the night.
4. It will be bad enough with a loud sports bar restaurant across the street violating the quiet shared by Ghirardelli & the Fairmont residences for so many years but a large light would make things so much worse.
5. We already have a constant flow of loud motorcycles, Muni buses, tourist buses, Segue tours and GPS-guided mini car go-carts running up and down Polk street all day long.
6. There needs to be a line drawn by the city recognizing that this street IS a shared commercial/residential neighborhood and not totally give in to every request to increase the commercialization of this shared street.
7. If the light is allowed to be installed it will have UNDOUBTEDLY a dramatic impact on property values in our building.

If a sign must be posted, it should not be lighted and should be a maximum of 10 feet .

Thank you,
Bruce Frager

From: Patty Murphy
To: [Salgado, Rebecca \(CPC\)](#)
Subject: lighted sign
Date: Tuesday, November 14, 2017 3:25:02 PM

Dear Rebecca,

I hope this 20' sign planned for the Polk Street Facade never happens! It's bad enough having a view of the roof of Ghirardelli Square imposed on the otherwise gorgeous views from our building (1000 North Point), but a lighted sign would definitely be obnoxious for people to have to view and certainly is not in keeping with the historic aspect of the Ghirardelli building.

Thanks for listening and please pass this on to those who need to hear our opinions.

Patty Murphy

From: mhpt
To: [Salgado, Rebecca \(CPC\)](#)
Subject: OPPOSITION to Nov. 15 consent calendar Case No. 2017-008660COA
Date: Monday, November 13, 2017 8:33:37 AM

Case No. 2017 – 008660COA - Ghirardelli Square - Landmark No 30

Opposition to Proposed Alterations to Ghirardelli Square (also sent by US mail)

I am writing in opposition to the proposed project at the stated address of 920 North Point Street.

In fact, much of the proposed work is on Polk Street. The Polk Street work includes “modifications to an existing entry vestibules and the installation of new signage and lighting at the property’s Polk Street façade.”

Signage and lighting - this involves installation of an extremely tall brightly lit sign, made of LED or other bulbs. Plans show lighting that can only be described as garish. It is a tawdry bright sign that would be more in keeping with the North Beach area of Broadway than on the side of Ghirardelli Square, a sober, dark brick historic building.

Modifications to vestibule - it appears that this work has already been done. If this is true, it was done without approval of the Commission, before the noticed public hearing.

Conclusion – the proposed signage and lighting is not in keeping with this historic building. It is of a different era than the building. It serves only a private, commercial interest. It will, additionally, create an unpleasant atmosphere for the many residents of properties in the immediate area. It will create light pollution that will disturb the residents’ quiet enjoyment of their properties.

Marian Halley
415-345-9362
mhpt@hotmail.com

From: scrmayday@aol.com
To: [Salgado, Rebecca \(CPC\)](#)
Subject: Proposed Changes to Ghirardelli Square Property
Date: Wednesday, November 15, 2017 10:36:44 AM

As a long time advocate for historic preservation in my home state of Arizona, having served on local, regional and state committees, boards and commissions, I am writing to express my concern over the possible installation of an unnecessarily outsized ID sign above the proposed new Polk St entrance to Ghirardelli Square historic property. It is not in proportion to the original buildings' dimensions, and it simply does not need to be as tall as projected, as there are good sight lines all along Polk St.

ifurther it will present the residents of the Fontana East , East side facing apartments, with disruptive glare, forcing them to always have closed window coverings, and robbing them of nightly city views. These property owners have as much right to not have their property values threatened by an unnecessary change to a neighborhood icon, as a new/owner-developer does to try and make more money by altering an already supposedly protected property.

Compromise could perhaps be achieved in reducing the height of the sign, and the hours it would be lit.

Fontana East unit owner
Shannon Rosenblatt

Sent from AOL Mobile Mail
Get the new AOL app: mail.mobile.aol.com

From: JoAnn Johnson
To: [Salgado, Rebecca \(CPC\)](#)
Subject: RE: Blade sign at Fairmont Heritage Place
Date: Tuesday, November 14, 2017 4:58:35 PM
Attachments: [historic preservation.docx](#)

To: Historic Preservation Commission

Re: Illuminated Blade Sign for
Fairmont Heritage Place
Corner of North Point Street and Polk

11-4-2017

Historic Preservation Commissioners:

I am the Owner of Unit #301 in the Fontana East building which will be directly across from the lighted blade sign and therefore I strenuously object to this portion of the project.

I find it interesting and absurd that the applicant has gone to great lengths to minimize a north facing duct while insuring all that it cannot be seen from a right of way while the opposite is true of the blade sign. This is an extremely large and dominant sign being 18'-6" tall, 4'-0" wide and up to 2'-0" thick.

Since the blade sign is illuminated it will fill our apartment and that of others, with harsh lighting that only draperies will hide. The sign is out of character with the architectural history of the building, and does not architecturally harmonize with the building.

The Fairmont Heritage Place at Ghirardelli Square is a well-known hotel and attraction which does not require this blatant commercialized appendage to its historical structure. What is next, an illuminated and grossly large signage on the clock tower?

The blade sign will not negatively influence accommodations within the hotel but will have a large and glaring negative impact on residences which face this unneeded sign. Yes the Ghirardelli sign atop the building is large and illuminated but was approved many years ago when there was no Historic Preservation Commission. Would the Commission really approve that sign in an era where historic preservation has now become a part of our life?

Historic preservation should be the goal of the commission not blatant signage.

I implore the Historic Preservation Commission to deny the blade sign as being grossly oversized, illuminated which will negatively impact residences across the street.

Sincerely,

JoAnn Johnson

JoAnn Johnson

From: quinn li
To: [Salgado, Rebecca \(CPC\)](#)
Subject: SF Planning Dept Ghirardelli.pdf
Date: Tuesday, November 14, 2017 4:59:11 PM
Attachments: [SF Planning Dept Ghirardelli.pdf](#)

I am strongly against this project, which will significantly affect the view from our building. Thanks

Quinn Li
Resident of unit 602
1000 Northpoint st

Quinn Li, MD

From: rahslo@aol.com
To: [Salgado, Rebecca \(CPC\)](#)
Subject: sign
Date: Tuesday, November 14, 2017 4:58:04 PM

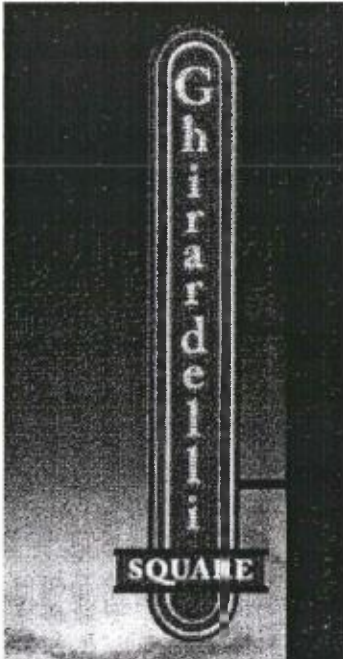
Dear Rebecca;, My comment on the proposed 20 foot sign is that it is not in keeping with the historic atmosphere of the building and should not , approved. Thank you, Richard A Hendricks unit 1206, Fontana East

From: mark@wassermanenterprises.com
To: Salgado, Rebecca (CPC)
Subject: Signage 920 North Point Street
Date: Tuesday, November 14, 2017 3:21:26 PM
Attachments: [image001.png](#)
[image002.png](#)
[SF.Planning_Dept_Ghirardelli.pdf](#)

Dear Ms. Salgado,

I am writing to strongly oppose the proposed lighted sign at 920 North Point Street per the attached notice.

I live directly across Polk Street from the building in question and the huge lighted sign will be a glaring eyesore as will these new lights illuminating my apartment... every night! We have plenty of visual pollution in the area and there is no good reason to impact the neighborhood with more. The historic nature of the building dictates that garish signage does not belong. The negative visual impact on the neighborhood from a large gaudy illuminated sign, and the illumination of the neighboring apartments (such as mine), are both excellent reasons to deny the project.



PROPERTY INFORMATION		APPLICATION INFORMATION	
Project Address:	920 North Point Street	Case No.:	2017-008660COA
Cross Street(s):	Polk and Larkin Streets	Applicant:	Elisa Skaggs
Block /Lot No.:	0452/002	Telephone:	(415) 593-3224
Zoning District(s):	C-2 / 40-X	E-Mail:	Skaggs@page-turnbull.com
Designation:	Landmark No. 30		

Thank you for your consideration of my wife and my position, and for respecting the neighbors.

Respectfully,

Mark and Kimberly Wasserman
1000 North Point #501
San Francisco, CA 94109

Cell: 831-238-2185