



**SPUR**

San Francisco | San Jose | Oakland

10 January 2017

San Francisco Port Commission  
Pier 1, The Embarcadero  
San Francisco, CA 94111

**RE: 1/10/2017 Port Commission Meeting Item 11A  
Pier 29 Bulkhead Lease with JPPF OP Acquisitions, LLC**

Dear Port Commissioners:

Thank you for the opportunity to share SPUR's support for the Conceptual Term Sheet relating to the leasing of 22,600 square feet at the Pier 29 Bulkhead. SPUR is a member-supported nonprofit organization focused on promoting good government and city planning in the San Francisco Bay Area. SPUR has been engaged with planning along the San Francisco waterfront for decades, including the Waterfront Land Use Plan and land use issues as well as the more recent topic of climate change/earthquake resilience.

**SPUR supports Jamestown's proposal for a winery/brewery, coffee roaster and other retail/food uses at the Pier 29 Bulkhead**, as uses such as these will help activate the Embarcadero for both residents and visitors. The commitment to work with SFMade indicates the interest in placemaking and making this a unique market that is focused on local character and local goods.

**The San Francisco Waterfront Land Use Plan clearly designates this area as a mixed-use opportunity zone and explicitly names retail/restaurants as an acceptable land use at Pier 29.** While we understand there is interest in other uses at Pier 29, the use of the Pier 29 Bulkhead as a retail space *neither precludes nor conflicts with* the other suggested uses (recreation, open space, maritime uses, etc.) that might occupy the much larger Pier 29 Shed in the future. In fact, the food and retail options could complement those or other uses well, ultimately creating a "unique and inviting waterfront mixed-use recreation project" suggested in the Waterfront Land Use Plan.

**This project also complies with other regulatory documents and planning efforts.** Retail and restaurants are considered consistent with the Public Trust Doctrine. This project would also fit with the BCDC Special Area Plan's recommendation that bordering shops and restaurants activate the adjacent Pier 27 plaza and other public access areas.

SPUR supports the Port Commission's approval of this project. Please feel free to contact me with any questions at [kwang@spur.org](mailto:kwang@spur.org) or 415-644-4884.

Best,

Kristy Wang  
Community Planning Policy Director