



SAN FRANCISCO PLANNING DEPARTMENT

Notice of Preparation of an Environmental Impact Report and Notice of Public Scoping Meeting

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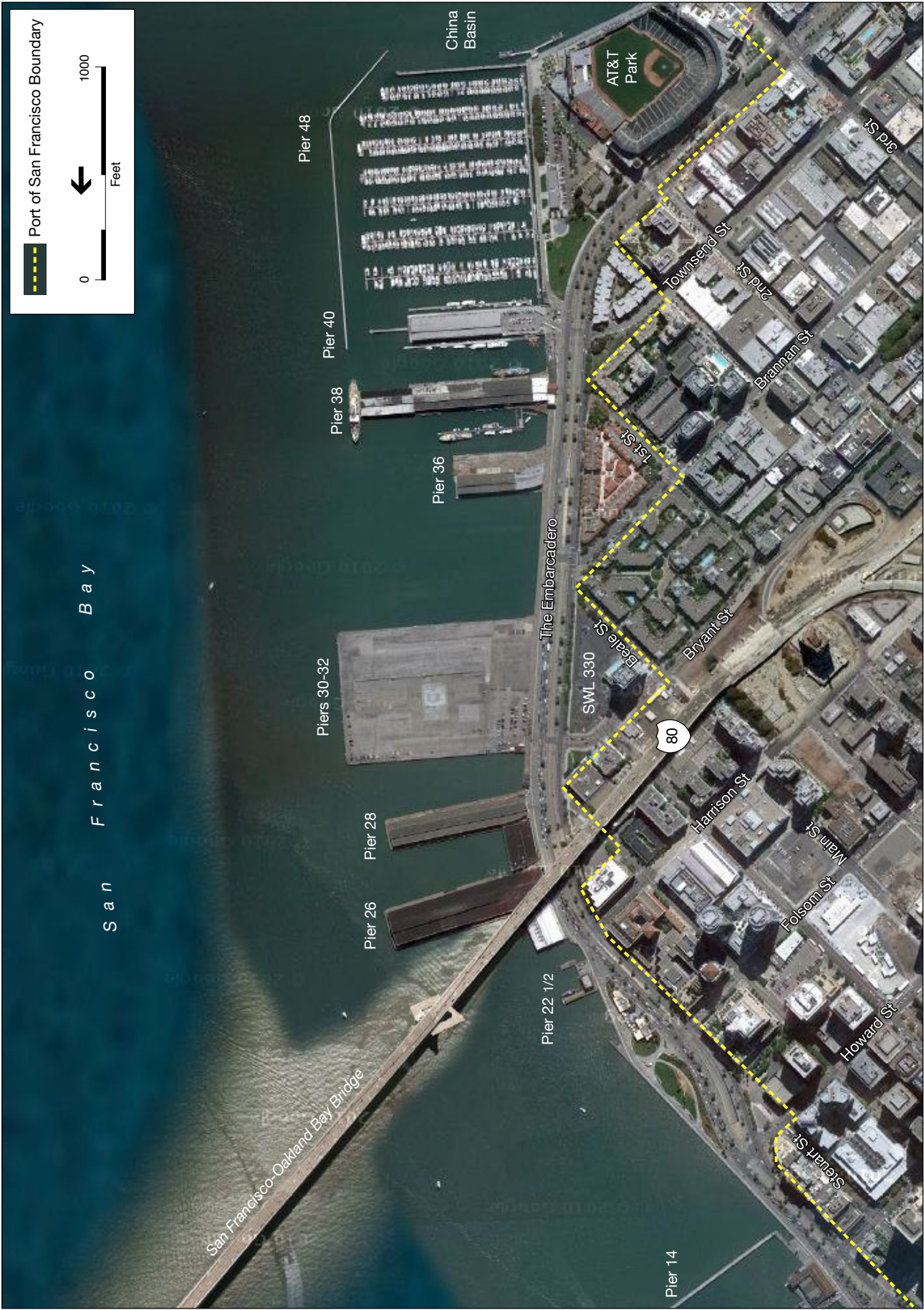
Date: December 5, 2012
Case No.: **2012.0718E**
Project Title: **Event Center and Mixed-Use Development
at Piers 30-32 and Seawall Lot 330**
Zoning: Piers 30-32: M-2 (Heavy Industrial),
Waterfront 1 Special Use District, 40-X Height and Bulk District
Seawall Lot 330: SB-DTR (South Beach Downtown Residential),
Waterfront 3 Special Use District, 65/105-R Height and Bulk
District
Block/Lot: Piers 30-32: 9900/030; 9900/032
Seawall Lot 330: 3770/002; 3771/002
Lot Size: Piers 30-32: 12.7 acres
Seawall Lot 330: 2.3 acres
Project Sponsor: GSW Arena LLC
Contact: Ellen Warner, Vice President, Development – (510) 986-2200
Lead Agency: San Francisco Planning Department
Staff Contact: Chris Kern – (415) 575-9037
chris.kern@sfgov.org

PROJECT DESCRIPTION

GSW Arena LLC (GSW), an affiliate of Golden State Warriors, LLC, which owns and operates the Golden State Warriors National Basketball Association (NBA) team, proposes to construct a multi-purpose event center, public open space, maritime uses, a parking facility and visitor-serving retail uses on the approximately 13-acre Piers 30-32 in San Francisco (see **Figure 1** for location). The event center would host the Golden State Warriors basketball team during the NBA season, as well as provide a year-round venue for a variety of other uses, including concerts, cultural events, family shows, conferences and conventions. The improvements on Piers 30-32 would include substantial repair and structural upgrades to the pier itself, which is in disrepair. Piers 30-32 are vacant except for a small restaurant building and is currently used for restaurant purposes and surface parking.

GSW also proposes to construct a mixed-use development on the approximate 2.3-acre Seawall Lot 330, located directly across The Embarcadero from Piers 30-32 (see Figure 1 for location). Seawall Lot 330, which is currently used as a surface parking lot, would be developed with a variety of mixed uses, including residential, hotel and retail uses.

Collectively, the Piers 30-32 improvements together with the mixed-use development on Seawall Lot 330 comprise the proposed project.



Event Center and Mixed-Use Development at Piers 30-32 and Seawall Lot 330
Figure 1
 Project Location

SOURCE: Google Maps, ESA, 2012

PROJECT COMPONENTS

Figure 2 presents the conceptual site plan for the proposed project. The following discussion describes the various project components proposed for Piers 30-32 and Seawall Lot 330.

Piers 30-32

Piers 30-32 would be developed with a multi-purpose event center, public access/open space areas, maritime uses, a parking facility and visitor-serving retail uses including restaurants.

Table 1, below, summarizes the principal characteristics of the proposed uses at Piers 30-32. **Figure 3** presents the conceptual site plan for Piers 30-32 and shows the proposed elevations for different locations on the project site. Under the proposed project, Piers 30-32 would be developed with several levels, including an Embarcadero Level (pier level), Levels 2 and 3 (approximately 10 and 22½ feet above pier level, respectively), a Main Plaza/Concourse Level (approximately 35 feet above pier level), and a Terrace Level (approximately 50 feet above pier level). The tallest structure on Piers 30-32 would be the proposed event center building, at approximately 135 feet above pier level. A conceptual plan for two representative Piers 30-32 deck levels, the Embarcadero and Main Plaza/Concourse Levels, are presented in **Figure 4** and **Figure 5**, respectively.

Piers 30-32 Site Plan

As shown in Figure 4, the proposed Embarcadero Level would include a pier level plaza and pier walk that would provide pedestrian access to and around the event center, and access to the proposed pier level retail uses along The Embarcadero and to the proposed maritime uses along the perimeter of Piers 30-32. The proposed vehicular ingress/egress for the event center pier level parking and loading areas would occur at street level off The Embarcadero near the intersection with Bryant Street. Proposed Levels 2 and 3 located directly above the Embarcadero Level would provide additional retail uses and parking.

As shown in Figure 5, the proposed Main Plaza/Concourse Level would consist of an approximately 50,000-square-foot level plaza and would provide pedestrian access to the event center's proposed main entrance. This level would be accessed primarily via a proposed main staircase and series of gently sloping ramps and landings rising from the Embarcadero Level. The Main Plaza/Concourse Level would also provide pedestrian access up to the proposed Terrace Level, comprised of an approximately 85,000-square-foot upper plaza and terrace.

Event Center Uses

The proposed event center would have a seating capacity of 17,000 to 19,000 seats, encompass approximately 700,000 gross square feet in area, and have a height of approximately 135 feet above pier level. The event center would serve as the basketball venue for, and the new home of, the Golden State Warriors, who currently play at Oracle Arena in Oakland.

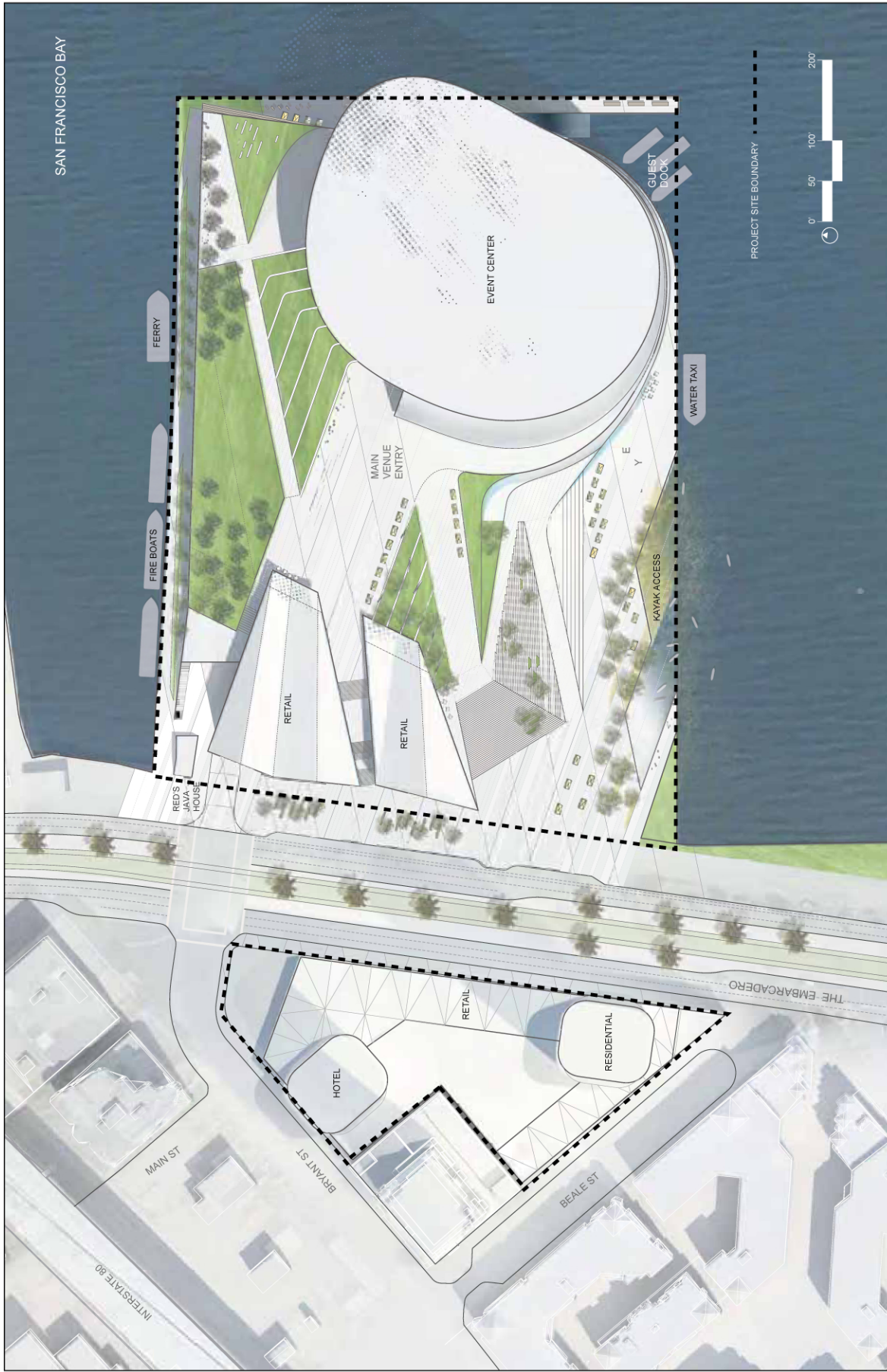
**TABLE 1
PIERS 30–32, SUMMARY OF PROPOSED COMPONENTS**

Project Component	Characteristic (Note: all values are approximate)
Events Center Seating Capacity	17,000 – 19,000 seats
Size	
Event Center	700,000 GSF
Retail	105,000 GSF
Practice Facility & Training Areas	21,000 GSF
Community Room	10,000 GSF
Event Management & Team Operations	40,000 GSF
Parking	265,000-285,000 GSF
Total Building Area (GSF)	1,151,000 GSF
Height/Levels	
Event Center Height	135 feet
Retail Height/Levels	60 feet/ 3 levels
Parking Height/Levels	40 feet / 3 levels
Parking Spaces	630
Vehicular Access	at The Embarcadero/Bryant Street
Open Space	50% GSF of site
Red's Java House (existing)	retained in place or incorporated into design
Maritime Uses	north side: SFFD fire boat facility; ferry stop; guest docks south side: recreational water sports access, including public kayak launch area; guest docks; water taxi stop east side: berthing for boats

GSF = gross square feet; SFFD = San Francisco Fire Department
SOURCE: AECOM, 2012

The NBA regular season typically runs between late October and mid-April. The Warriors would play 41 regular season home games and two to three pre-season home games per year at the event center. In the event of reaching the playoffs, the Warriors would additionally play home games in the event center in one or more best-of-seven series playoff rounds starting in mid-April and potentially continuing through mid-June. The NBA season games are generally split evenly between weekdays and weekends. Virtually all NBA basketball games are played in the evening (currently starting at 7:30 p.m. and running through about 9:40 p.m.).

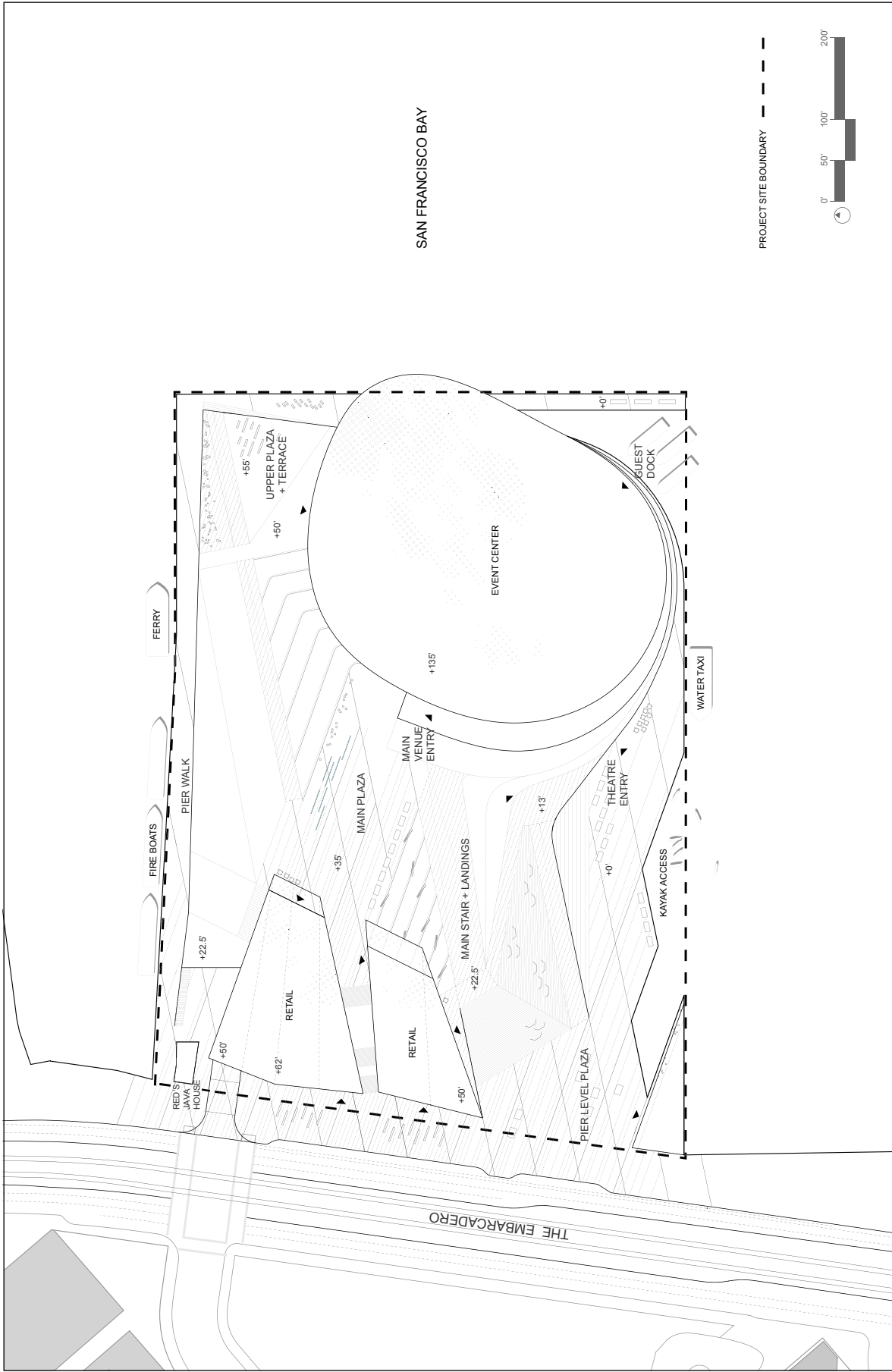
The proposed event center would also serve as a year-round venue for non-Warriors game events. There would be approximately 155 such non-Warriors game events at the event center each year, which could include concerts, cultural events, family shows, conferences, conventions, and other events with attendance ranging between 6,000 and 18,000.



NOTE: Uses shown in the figure are subject to design refinements.

Event Center and Mixed-Use Development at Piers 30-32 and Seawall Lot 330
Figure 2
 Conceptual Site Plan for Piers 30-32 and Seawall Lot 330

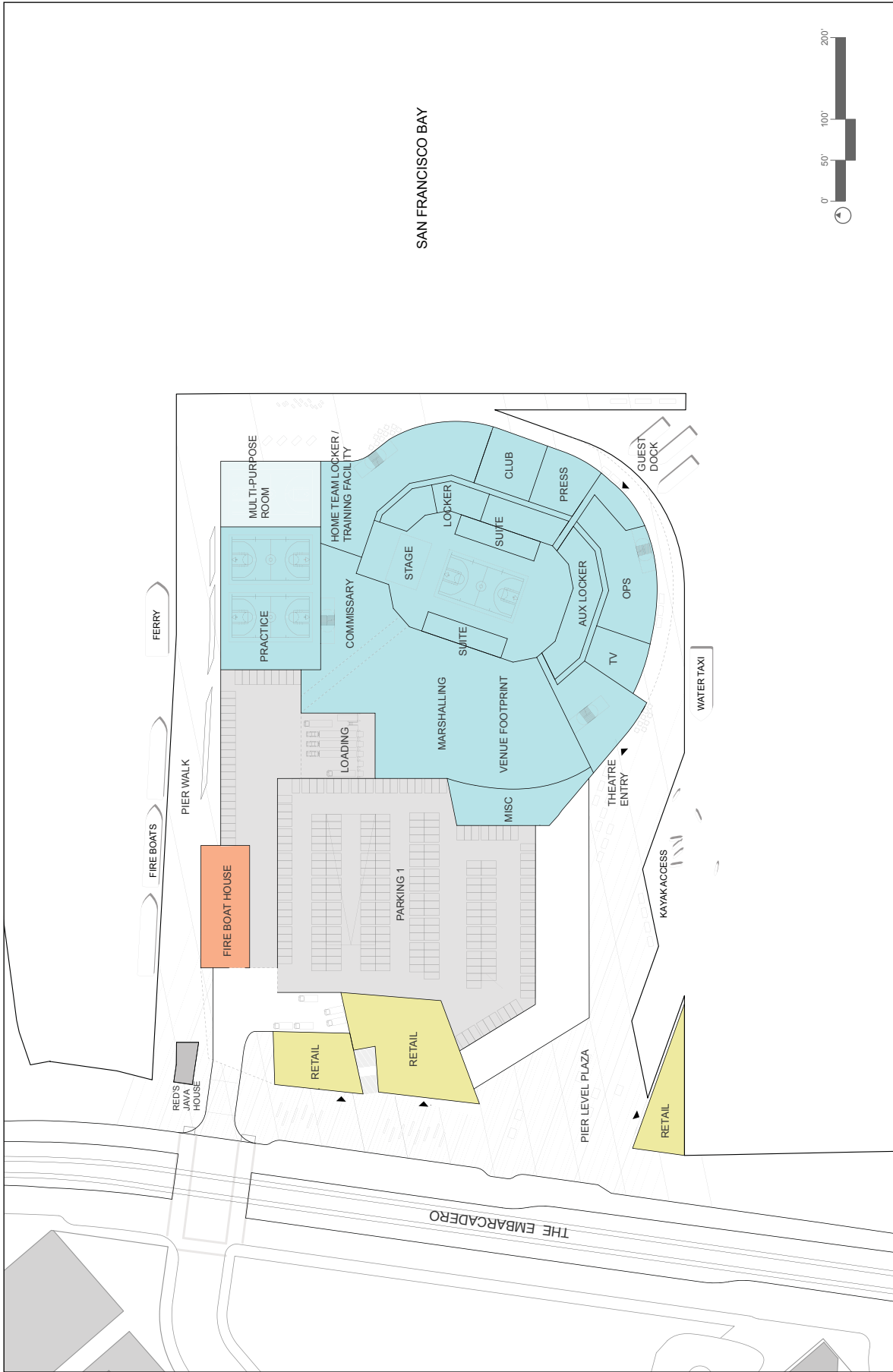
SOURCE: AECOM, Shohetta, 2012



NOTE: Uses shown in the figure are subject to design refinements.

SOURCE: AECOM, Snohetta, 2012

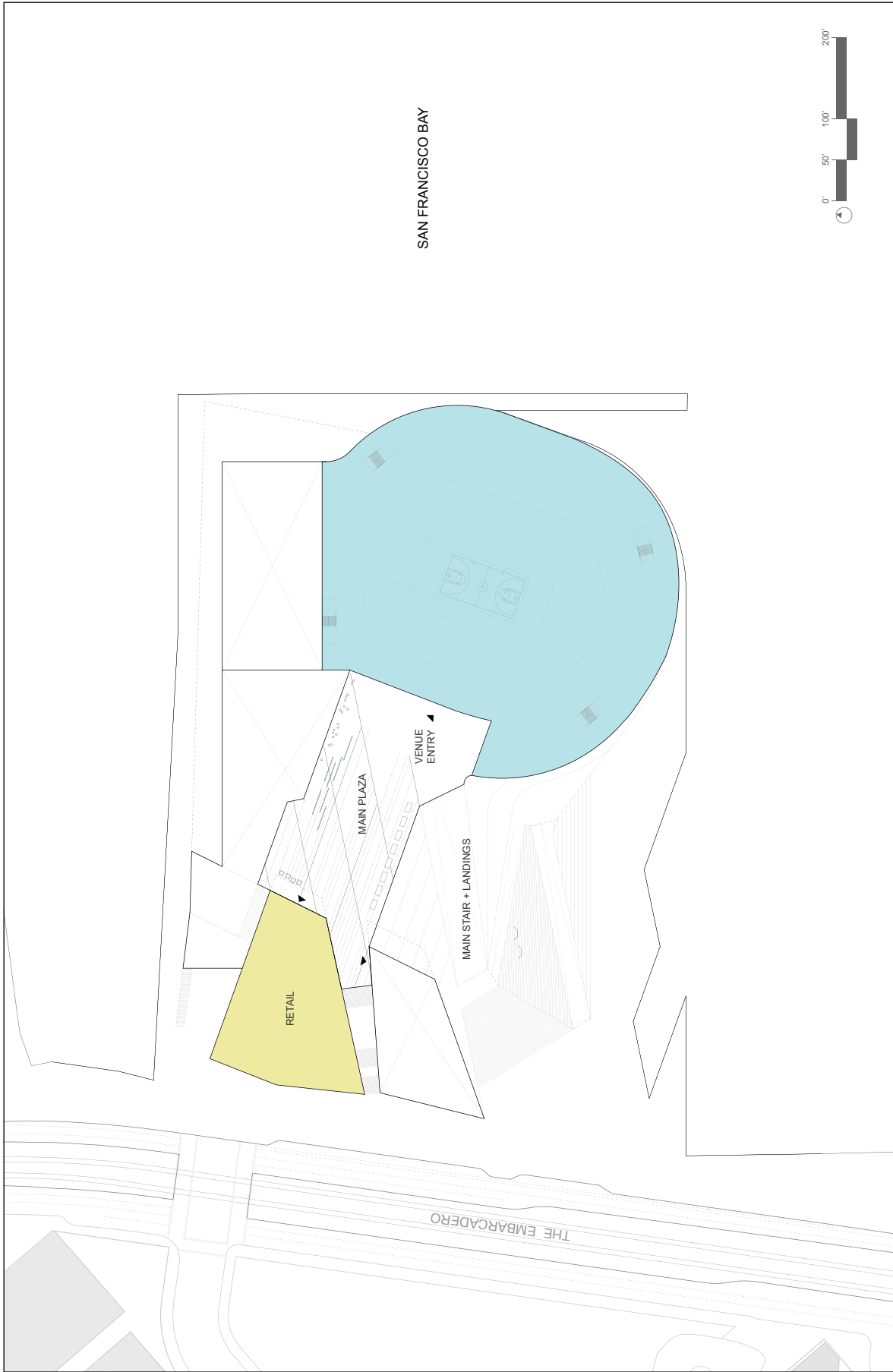
Event Center and Mixed-Use Development at Piers 30-32 and Seawall Lot 330
Figure 3
 Piers 30-32 Conceptual Site Plan



NOTE: Uses shown in the figure are subject to design refinements.

SOURCE: AECOM, Snohetta, 2012

Event Center and Mixed-Use Development at Piers 30-32 and Seawall Lot 330
Figure 4
 Piers 30-32 Conceptual Site Plan - Embarcadero Level +0'



NOTE: Uses shown in the figure are subject to design refinements.

SOURCE: AECOM, Snohetta, 2012

Event Center and Mixed-Use Development at Piers 30-32 and Seawall Lot 330
Figure 5
 Piers 30-32 Conceptual Site Plan – Main Plaza / Concourse Level +35'

As shown in Figure 4, the event center main floor would include a full length NBA basketball court for Warriors basketball games, as well as accommodate a stage for performances. Elevated VIP suites would flank the main floor. Other supporting event center facilities would include player/performer locker rooms, club and press areas, concessions, restrooms, a commissary, and a large marshalling area adjacent to the loading bays.

The Warriors practice facility and support offices would also be integrated within the event center. The Warriors practice facility would include two full-length NBA basketball courts with approximately 21,000 square feet of playing surface, a weight room and medical treatment facilities, locker rooms, and a players' lounge. An adjacent multi-purpose room of approximately 10,000 square feet would be used as a community amenity, including events such as youth basketball camps and community meetings. The support offices would accommodate Warriors management, coaching and operations staff, administration, finance, marketing, broadcasting, merchandising, public relations, and ticket operations.

Public Access and Open Space Uses

The Piers 30-32 improvements would be designed to integrate and maximize public access and open space and to maintain important public view corridors of San Francisco Bay. At least 50 percent of the area of Piers 30-32 is proposed to be open space. The proposed pier level plaza area would occupy approximately 170,000 square feet, the proposed main stair and landings area would occupy approximately 75,000 square feet, the proposed main plaza would occupy approximately 50,000 square feet, and the proposed upper plaza and terrace area would occupy 85,000 square feet. As shown in Figure 2, large areas of the plazas would be landscaped. Planted areas would be integrated with the proposed stormwater management system.

Other Uses

The existing restaurant, Red's Java House, located in the northwest corner of Piers 30-32, would either be retained in place or incorporated into the retail component of the proposed development on Piers 30-32.

As stated above, all parking and loading ingress/egress would occur at the intersection of The Embarcadero and Bryant Street. The approximate 630-space parking garage at Piers 30-32 would serve proposed uses and would be completely enclosed within the development and screened from public view. The garage would be accessible to the public during designated non-game and non-event periods.

The Piers 30-32 improvements would include approximately 105,000 square feet of retail development consisting of stores on three levels. As discussed above, the retail uses would mainly be in proposed buildings along The Embarcadero that would be approximately 60 feet high. Some retail uses may also be incorporated into the event center as well.

Piers 30-32 would also include several maritime uses, including: a ferry stop (on the north side of the pier); boat berthing (on the east end of the pier); recreational water sports access, including a public kayak launch (on the south side of the pier); and guest docks and a water taxi stop (on the south side of the pier). In addition, the San Francisco Fire Department (SFFD) fireboat facility and station house may be

relocated from their existing station at Pier 22½¹ to the north side of Piers 30-32. The fire boat facility and station house would be designed and constructed in partnership with the SFFD.

Construction

Project construction would include extensive repair, structural strengthening, fill removal created in part by removing part of the deck at the piers' southeast corner, and seismic upgrade to Piers 30-32, requiring installation of new support piles and other water-based construction. Some dredging may also be required (e.g., for accommodating fire boats on the north side of the pier). Construction at Piers 30-32 is anticipated to occur over a 36- to 38-month period.

Seawall Lot 330

Seawall Lot 330 would be developed with a combination of residential, hotel and retail uses. **Table 2**, below, summarizes the principal characteristics of the proposed uses at Seawall Lot 330. Seawall Lot 330 would be developed with a four-story building (ground level plus three podium levels), above which two 10-story towers would be developed. The maximum height of the podium component would be 45 feet above ground level; the tower components would each measure approximately 105 feet in height, for an approximate building height of 150 feet above ground level.

**TABLE 2
SEAWALL LOT 330, SUMMARY OF PROJECT COMPONENTS**

Project Component	Characteristic (Note: all values are approximate)
Size	
Residential	140,000-160,000 GSF
Retail	33,000 GSF
Hotel	140,000-160,000 GSF
Parking	105,000 GSF
Total Building Area (GSF)	418,000-458,000 GSF
Height/Levels	
Residential/Hotel Height/Levels	150 feet/ 14 levels
Retail Height/Levels	15 feet/ 1 levels
Parking Height/Levels	45 feet / 3 levels
Parking	195-300 parking spaces
Vehicular Access	at Bryant Street and Beale Street
GSF = gross square feet	
SOURCE: AECOM, 2012	

Figure 6 and **Figure 7** present the conceptual site plans for Seawall Lot 330. Specifically, Figure 6 presents the conceptual site plan for the Embarcadero Level (ground floor) and First Floor Podium Residential/Hotel Level (approximately 15 feet above ground level); and Figure 7 presents the conceptual site plans for the Second Floor Podium Residential/Hotel Level (approximately 25 feet above ground level) and a

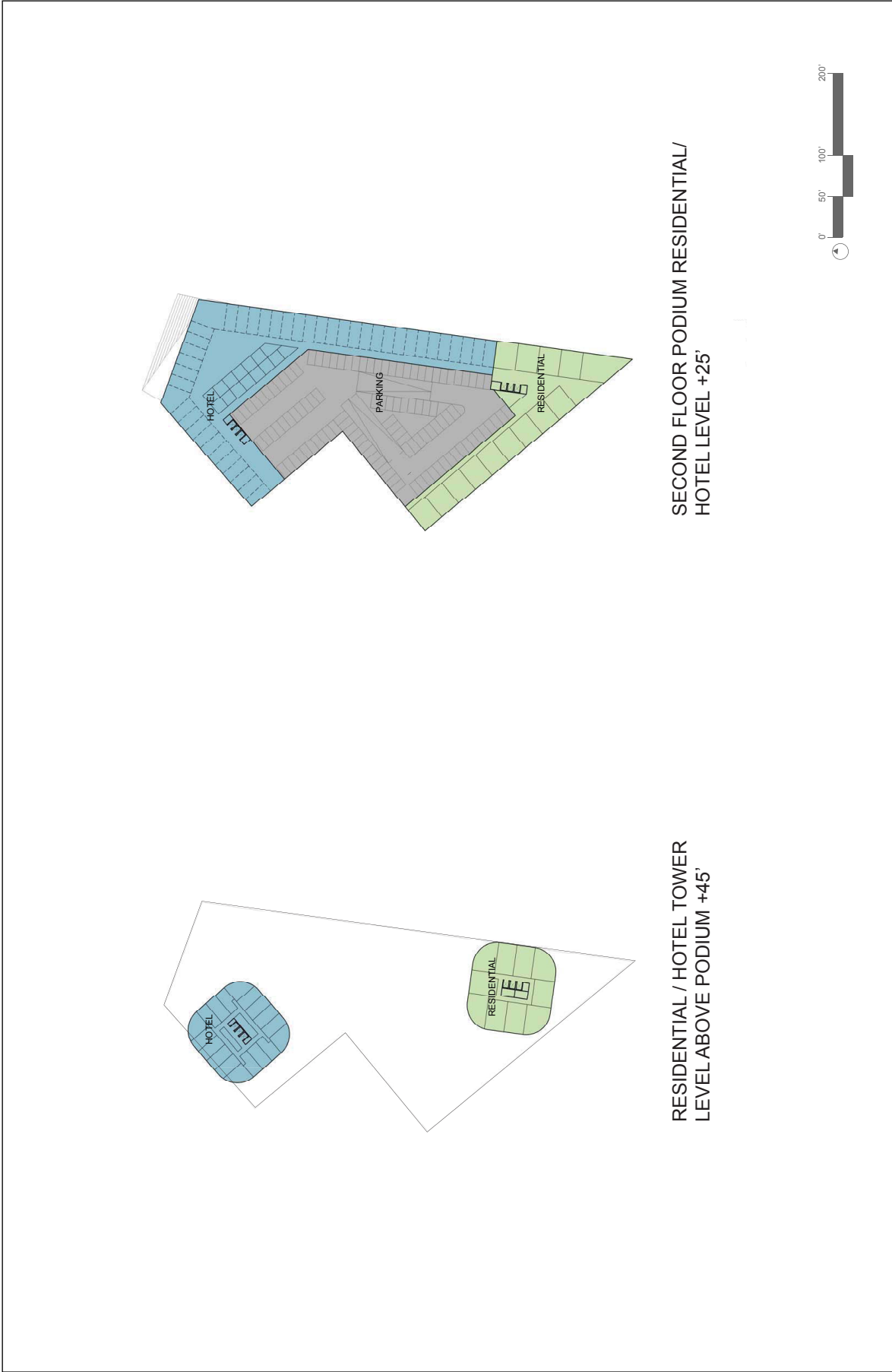
¹ It is assumed that a new use(s) may relocate to, and/or new development could occur at, the facility at Pier 22½ that would be vacated by SFFD, consistent with the Port of San Francisco Waterfront Land Use Plan; public trust considerations including public access standards; the San Francisco Planning Code and Zoning Map, and Secretary of the Interior's Standards for the Treatment of Historic Properties. However, no relocation of uses to, and/or new development at Piers 22½ is proposed as part of this project.



NOTE: Uses shown in the figure are subject to design refinements.

SOURCE: Snohetta, 2012

Event Center and Mixed-Use Development at Piers 30-32 and Seawall Lot 330
Figure 6
 Seawall Lot 330 Conceptual Site Plan – Embarcadero Level +0’
 and First Floor Podium Residential/Hotel Level +20’



NOTE: Uses shown in the figure are subject to design refinements.

SOURCE: Snøhetta, 2012

Event Center and Mixed-Use Development at Piers 30-32 and Seawall Lot 330
Figure 7
 Seawall Lot 330 Conceptual Site Plan – 2nd Floor Podium Residential/Hotel Level +32'-6"
 and Residential/Hotel Tower Level above Podium +45'

representative section of the tower (Residential/Hotel Tower Level above Podium, at approximately 45 feet above ground level).

Seawall Lot 330 would include an approximate 195- to 300-space above-grade garage. The garage would provide off-street parking and loading for residential and hotel uses within the development.

Construction at Seawall Lot 330 is anticipated to occur over a 36-month period; this construction would overlap with proposed construction at Piers 30-32.

PROJECT VARIANTS

In addition to the proposed project as described above, the EIR will consider several project variants for both Piers 30-32 and Seawall Lot 330. The following is a description of the preliminary variants being considered:

Piers 30-32/Seawall Lot 330

- *Relocation of Warriors Practice Facility/Support Offices from Piers 30-32 to Seawall Lot 330:* Under the proposed project, the Warriors practice facility/support offices would be integrated into the proposed event center on Piers 30-32. Under this project variant, these facilities would instead be incorporated into the proposed development at Seawall Lot 330. This variant would reduce the hotel uses on Seawall Lot 330 and would reduce the building square footage on Piers 30-32.

Piers 30-32

- *Large Ship Mooring Variant:* Under the proposed project, there would be berthing of boats on the east end of Piers 30-32, but not large-ship mooring. Under this project variant, if financially and technically feasible, the east end of Piers 30-32 would be designed to accommodate large ship mooring for day use only, and the site plan would be revised to accommodate gangways and access.
- *Red's Java House Relocation Variant:* Under the proposed project, Red's Java House would either remain in its existing location in the northwest corner of Piers 30-32 or would be incorporated into the proposed retail structures on Piers 30-32. Under this project variant, Red's Java House would be relocated to the south end of the pier (or onto the proposed plaza) with an associated revision to the Piers 30-32 site plan.

Seawall Lot 330

- *No Hotel Variant:* Under the proposed project, a combination of hotel, residential and retail uses are proposed at Seawall Lot 330. Under this project variant, no hotel uses would be developed, and additional residential uses would be developed instead.
- *One Tower Variant:* Under the proposed project, there would be two towers above a four story podium. Under this proposed variant, the amount of programming that is set forth in the two proposed towers would be consolidated into a four story podium and a single taller tower.

The EIR will analyze the project variants at an equal level of detail as the proposed project.

ENVIRONMENTAL SETTING

As shown in Figure 1, Piers 30-32 and Seawall Lot 330 are located along The Embarcadero, between Harrison Street and Brannan Street, within the City's Rincon Point-South Beach neighborhood, and within the Port of San Francisco's Waterfront Land Use Plan (WLUP) South Beach/China Basin Waterfront.²

Piers 30-32 is an approximately 13-acre rectangular-shaped pier structure extending from The Embarcadero into the San Francisco Bay. Piers 30-32 is formed from two originally separate piers that were altered and merged into one facility prior to 1955. Portions of the deck of the newer center section of Piers 30-32 were constructed at a lower elevation than the two former individual pier sections. Piers 30-32 has no existing on-deck structures, except for Red's Java House, located on the northwest end of the pier along The Embarcadero. Piers 30-32 is located outside the Port of San Francisco Embarcadero Historic District, however, Red's Java House is considered a potential non-contiguous contributor to the District. Otherwise, Piers 30-32 is currently vacant; and is occasionally used for passenger cruise, military, research, and other vessel moorage (on the east berth). Some structural improvements to Piers 30-32 have recently been made to enable it to be used for team bases for the 34th America's Cup races but substantial areas of the piers can no longer safely support heavy loads such as trucks or large crowds due to poor structural conditions.

Seawall Lot 330 is an approximately 2.3-acre paved, inland site, located directly across The Embarcadero from Piers 30-32. It is located within a triangular-shaped block bounded by Bryant Street to the northwest, Beale Street to the southwest, and The Embarcadero on the east; a high-rise condominium building (the Watermark) is located on the west end of this block, adjacent to Seawall Lot 330. Seawall Lot 330 is currently operated as a parking lot (with an estimated 268 spaces) and is managed by a parking operator.

COMPATIBILITY WITH EXISTING ZONING AND PLANS

The EIR will discuss the proposed project's potential conflicts relating to physical environmental effects with the San Francisco General Plan and its relevant elements, particularly the Eastern Neighborhoods Area Plan. The EIR will also analyze the project's potential conflicts with the Bay Conservation and Development Commission's (BCDC's) San Francisco Waterfront Special Area Plan and the Port of San Francisco's Waterfront Land Use Plan. Other applicable planning documents will be discussed for context, including, the Bicycle Plan, Sustainability Plan, Climate Action Plan, and Better Streets Plan, as well as the City's Transit First policy.

The EIR will also discuss the conformance of the proposed project with the *San Francisco Planning Code*, including the specific sections relevant to the area, including but not limited to, Sections 829 (South Beach Downtown Residential Mixed Use District), 260 (Height Limits), and 240 Waterfront Special Use District. Inconsistencies with relevant plans or zoning that could result in physical effects on the environment will be analyzed in the applicable environmental topic sections, such as noise and air quality.

² The Waterfront Land Use Plan South Beach/China Basin Waterfront extends from Pier 22½ to Mariposa Street.

ENVIRONMENTAL REVIEW TOPICS

The proposed project could result in potentially significant environmental effects. As required by the California Environmental Quality Act (CEQA), the EIR will examine these effects, identify mitigation measures for potentially significant impacts, and analyze whether proposed mitigation measures would reduce the environmental effects to a less-than-significant level. The EIR will analyze the potential effects of the project with respect to the environmental issues listed below. The EIR will also analyze alternatives to the proposed project, including alternative locations, that could substantially reduce or eliminate one or more significant impacts of the proposed project but could still feasibly attain most of the major project objectives.

- Land Use and Land Use Planning
- Aesthetics
- Population and Housing
- Cultural and Paleontological Resources
- Transportation and Circulation
- Noise
- Air Quality
- Greenhouse Gas Emissions
- Wind and Shadow
- Recreation
- Utilities and Service Systems
- Public Services
- Biological Resources
- Geology and Soils
- Hydrology and Water Quality
- Hazards and Hazardous Materials
- Mineral and Energy Resources
- Agriculture and Forest Resources

APPROVALS REQUIRED

Implementation of the project would require numerous federal, state, and local permits and approvals. Project approvals or permits from the following agencies for construction or long-term operation are anticipated at this time:

- U. S. Army Corps of Engineers
- U. S. Coast Guard
- U. S. Fish and Wildlife Service
- National Marine Fisheries Service
- State Lands Commission
- San Francisco Bay Conservation and Development Commission
- California Department of Fish and Wildlife
- San Francisco Bay Regional Water Quality Control Board
- City and County of San Francisco, including the Port of San Francisco, Board of Supervisors, Planning Commission, and other boards, commissions and officials

FINDING

This project may have a significant effect on the environment and an Environmental Impact Report is required. This determination is based upon the criteria of the State CEQA Guidelines, Sections 15063 (Initial Study), 15064 (Determining Significant Effect), and 15065 (Mandatory Findings of Significance).

PUBLIC SCOPING PROCESS

Pursuant to the State of California Public Resources Code Section 21083.9 and California Environmental Quality Act Guidelines Section 15206, a public scoping meeting will be held to receive oral comments concerning the scope of the EIR. The meeting will be held on **Tuesday, January 15, 2013** from 6:30 to 8:30 p.m. at the Delancey Street Foundation, Herbert Halper Town Hall Room, 600 The Embarcadero. The San Francisco Planning Department will also accept written comments at this meeting and by mail, email, or fax until 5:00 p.m. on **January 16, 2013**. Written comments should be sent to Bill Wycko, San Francisco Planning Department, 1650 Mission Street, Suite 400, San Francisco, CA 94103, or sent by email to Chris Kern, the CEQA coordinator for this project, at chris.kern@sfgov.org. Fax comments can be sent to (415) 558-6409.

If you work for a responsible State agency, we need to know the views of your agency regarding the scope and content of the environmental information that is germane to your agency's statutory responsibilities in connection with the proposed project. Your agency may need to use the EIR when considering a permit or other approval for this project. Please include the name of a contact person at your agency.

December 3, 2012
Date


Bill Wycko
Environmental Review Officer