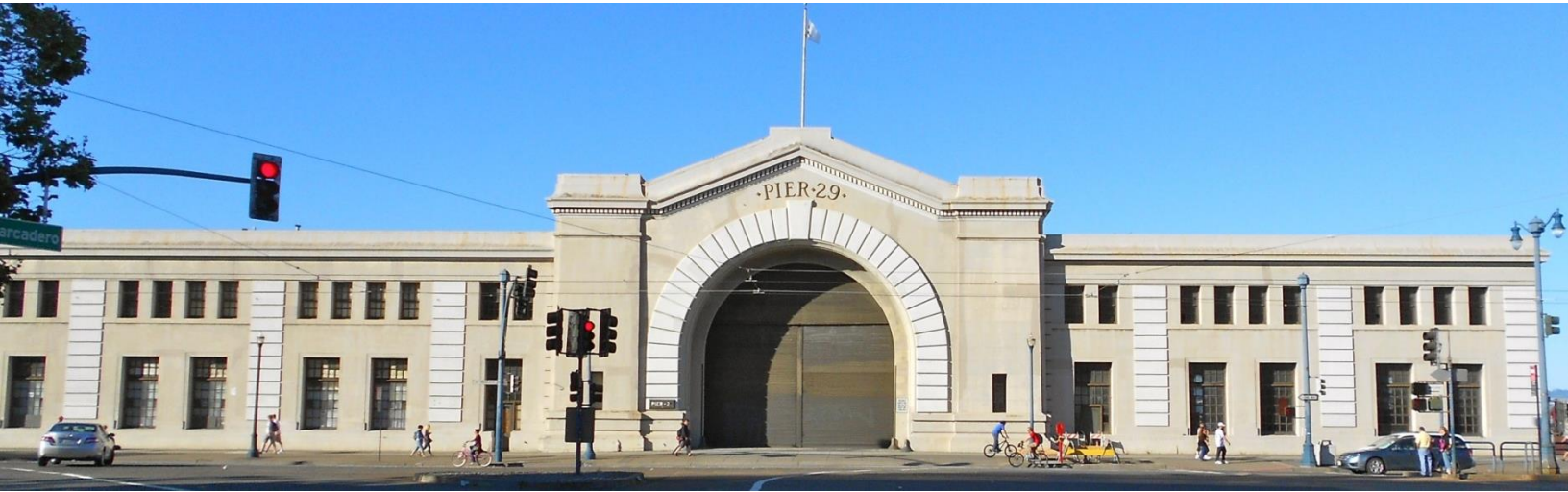

Port of San Francisco

Pier 29 Bulkhead Re-tenanting Project



BACKGROUND

- Pier 29 bulkhead and shed historically has been used for light industrial storage and parking
- The Port completely rebuilt the bulkhead following a major fire, meeting all historic preservation requirements, in time for the 34th America's Cup events in 2013
- America's Cup showcased Port facilities, demonstrating how public-oriented uses enhanced the public experience along The Embarcadero
- Completion of the \$114 million James R. Herman Cruise Terminal and Event Facility, and Cruise Terminal Park highlights desire for public use in Pier 29 bulkhead rather than reinstating parking and storage uses

CREATING THIS LEASE OPPORTUNITY

- Fisherman's Wharf, Pier 27 Cruise Terminal, Exploratorium, Ferry Building and AT&T Ballpark each provide unique activities and experiences that should not be replicated
- San Francisco's rich arts and local manufacturing community provide a new unique leasing opportunity that appeals to locals and visitors
- The Port Commission and Northeast Waterfront Advisory Group (NEWAG) reviewed and commented at multiple public meetings over 16 months to craft the RFP
- The Port seeks to create public-oriented uses that are compatible with the neighborhood; noncompetitive with other Port attractions; and provides amenities to 300,000 annual cruise passengers that pass through the Pier 27 Cruise Terminal
- The lease opportunity is limited to 20,000 s.f. in the bulkhead building only; future use options for Pier 29 shed are to be addressed in the Waterfront Plan Update public process now underway

PIER 29 BULKHEAD BUILDING PROJECT TIMELINE

JUNE 2012 Pier 29 Fire	JUNE 2014 – NOV 2015 Post-America's Cup Community/ NEWAG RFP process - 20,000 s.f. bulkhead lease - Complements cruise terminal - Active uses along The Embarcadero - Local manufactured arts and goods - Does not duplicate other Port attractions	APRIL 2016 Port Commission selects Jamestown for exclusive lease negotiations	FALL 2016 - Proposed lease approval actions by Port Commission & Board of Supervisors
JULY 2013 34 th Americas Cup Waiheke Island Restaurant	DECEMBER 2015 Pier 29 RFP Issued	MARCH 2016 - Evaluation panel includes NEWAG member - Jamestown is #1 choice	SUMMER 2016 - Negotiate lease terms - Refine project design - Community review & comment - Design and historic preservation review - CEQA and BCDC

THE PROCESS

- With Port Commission direction, Port staff conferred with NEWAG over 7 public meetings to develop the RFP
- To ensure consideration of community values and perspective, a NEWAG member sat on the review panel that evaluated 3 RFP respondents
- Jamestown LP was unanimously recommended as the best proposal, offering a unique concept of locally created arts and goods by a proven partner, SF Made
- Port Commission selected Jamestown for exclusive negotiations on April 26, 2016
- Jamestown has proposed a 15 year lease, but lease term and details are dependent on negotiations on facility improvements, which must meet historic preservation standards and other requirements

NEXT STEPS

- Jamestown lease proposal will require further public review with NEWAG and community stakeholders, and historic preservation design review, CEQA environmental review and BCDC approval
- Jamestown lease will require approval by Port Commission and Board of Supervisors, anticipated during Fall 2016

FOR MORE INFORMATION

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