Embarcadero Historic District
Request for Interest

Port of San Francisco
May 8, 2018

Item 12A
Item 12A: Action item
Staff request Port Commission authorization to issue a Request for Interest from Prospective Master and Smaller Tenants for Public Oriented Concepts for Historic Pier Facilities in the Embarcadero Historic District. (Reso. No. 18-31)

1. Why?
2. What?
3. How?
4. What then?
RFI: Why?

Waterfront Land Use Plan Update

- 2015: Plan Review
- 2016: Part 1 Orientation
- 2018: Part 3 Subarea Planning
Utilize New Tools for Historic Rehabilitation

- Vary lease lengths and use types to continue short-term small businesses, support facility repairs, and full-range of public trust benefits along The Embarcadero
Embarcadero Historic District

- 3 miles, from Pier 45 to Pier 48
- 13 of 20 piers need major capital or seismic upgrades
Promote a Broader Array of Public-oriented Uses

- Expand definition and criteria for uses to further trust purposes (e.g. Assembly & Entertainment, Water and Indoor Recreation, Water Excursion, Art/cultural institutions)
EPS Findings

- **$74-$100 million** for pier rehab/seismic upgrade

- Public-oriented uses exclusively in pier shed **requires $32 - $60 million subsidy**

- Higher-value (PDR/office) in pier **required** to balance project or generate Port revenue
Request for Interest – Why?

Improve pier facilities in the Embarcadero Historic District &
Make the Waterfront even more public serving
Request for Interest – Why?

Improve pier facilities in the Embarcadero Historic District & Make the Waterfront even more public serving

Financially Feasible Pier Rehabilitation
- Historic rehabilitation costs
- Seismic repair costs
- Market demand for uses
- Revenue potential

Public Trust Objectives
- Historic preservation
- Seismic/life safety
- Maritime operations
- Public access
- Harbor Fund
- Public-oriented uses
Request for Interest – Why?

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### Public-Oriented Uses

<table>
<thead>
<tr>
<th>Public-Oriented Uses</th>
<th>Arts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ferry excursion</td>
<td>Assembly &amp; Entertainment</td>
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<tr>
<td>Leisure boating</td>
<td>Education</td>
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<tr>
<td>Sightseeing boat tours</td>
<td>Maker retail</td>
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<td>Water recreation</td>
<td>Museum</td>
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<td></td>
<td>Recreational enterprises</td>
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<td></td>
<td>Specialty food &amp; beverage</td>
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**What else?**
Request for Interest – *What?*

RFI Requests concepts

*from*

Prospective Master and Smaller Tenants for Public Oriented Concepts

*in*

selected Embarcadero Historic District facilities
Request for Interest – *What?*

- Public Trust Objectives
  - Historic preservation
  - Seismic/life safety
  - Maritime operations
  - Public access
  - Harbor Fund
  - Public-oriented uses

*Recognizing Alcatraz Embarkation (Piers 31&33) and Cruise berth (Pier 35)*
Request for Interest – What?

*Recognizing SWL 337 option (Pier 48), Water recreation (Pier 40).
Request for Interest – How?

Keys to Success
Request for Interest – *How?*

**Public Trust Objectives**
- Historic preservation
- Seismic/life safety
- Maritime operations
- Public access
- Harbor Fund
- Public-oriented uses

**Keys to Success**
- Low Barrier to Entry
- Robust Outreach

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16
Low Barrier to Entry

Online form responses
- What is use, How public-oriented
- Facility Preference
- Space needs
- Estimated economics
Request for Interest – How?

Robust Outreach

Identify applicable industry associations
News and other publications
Social media presence
Speaking engagements
+ customary Port outreach techniques
Request for Interest – *What then?*

**Proposed Process**

- **May**
  - Issue RFI

- **Robust outreach**
  - May - Aug

- **Aug - Sept**
  - Summarize responses

- **Sept**

- **Develop RFP Recommendations Early 2019**
- **Port Commission hearing**
Item 12A - Action item – Recommend approval of resolution to issue RFI.