

The Bay Area Center at the Agricultural Building

Port of San Francisco Embarcadero Historic District Piers Request for Interest

In this Request for Interest (RFI), the Port is seeking responses with public-oriented concepts for sites in the Embarcadero Historic District in two categories: (1) Full building(s) or "Master Tenant" Responses or (2) Less than full building or "Smaller Tenant" Responses.

Respondents in the Master Tenant category have a vision for entire buildings, including one or more structures named in this RFI. Master Tenant respondents have the experience to execute a complex rehabilitation project for an historic structure over water and to operate such a facility under a long-term lease.

Respondents in the Smaller Tenant category are experienced in operating the proposed use and in managing a tenant improvement construction project. Respondents should assume the facility will be in a cold shell condition in their response. Respondents who feel they qualify for both categories (a Master Tenant candidate that also operates a public-oriented use) are invited to respond to all information below.

All answers are non-binding and will help the Port generate a better understanding of the possibilities for the future of the Embarcadero Historic District piers. View the RFI: <http://bit.ly/sfport-piers-rfi>. Learn more: <https://sfport.com/historic-pier-opportunities-partnership>. Email questions to Rebecca Benassini, Port Assistant Deputy Director Waterfront Development Projects, at historicpiers@sfport.com.

Please start by providing your email address and then proceeding to the next section. If at any point, you would like to save your responses and quit the form, click "NEXT" in each section and click "SUBMIT" in the final section. You will be emailed a link to your form. Responses can be edited until Wednesday, October 31, 2018 at 5:00 p.m., PDT. The Port of San Francisco will not consider responses until after the RFI closes.

Email address *

[REDACTED]

All Respondents

All respondents should provide the following information via this online form. Click "NEXT" at the end of this section.

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1. Indicate whether this response is for the Master or Smaller Tenant Category or both.

Master Tenant

Smaller Tenant

2. Name of responding entity

Bay Area Council

3. List the names of key personnel, describe their roles, and detail their relevant experience in the space provided.

Jim Wunderman

Mr. Wunderman is President and Chief Executive Officer of the Bay Area Council, a San Francisco-based civic leadership organization, founded in 1945, that is supported by nearly 300 business members and by foundation grants. Previously, he served as director of government relations for Provident Financial and as Deputy Mayor of San Francisco in the administration of Mayor Dianne Feinstein. (See <http://www.bayareacouncil.org/people/jim-wunderman/> for Mr. Wunderman's full bio.)

Mr. Wunderman's primary role for the Center will be to ensure the success of its capital campaign by developing a public-private partnership strategy and by engaging business, philanthropy, and government leaders.

John Grubb

Mr. Grubb is Chief Operating Officer of the Bay Area Council, with day-to-day responsibility to manage the Council's operations, member engagement, policy research, international relations, advocacy, and external relations functions. He has led significant Council initiatives including Regional Measure 3, the creation of the California-China Office of Trade and Investment, management of the Seventh Clean Energy Ministerial conference, opening of Bay Area Council offices in Sacramento and four cities in China. (See <http://www.bayareacouncil.org/people/john-grubb/> for Mr. Grubb's full bio.)

Mr. Grubb's primary roles for the Center will be to recruit and supervise the team of technical experts that will develop and execute the reconstruction of the Agriculture Building, and, under the leadership of the Center's Board of Directors, to fully develop and implement the operational plan.

Bobby Winston

Mr. Winston is Proprietor of the Bay Crossings store in the Ferry Building, publisher of the Bay Crossings newspaper, founder of Ferry Bocce, founder of Friends of the Port, and founder of the San Francisco Shakespeare Festival.

His primary role for the Center will be to recruit members to its Board and as strategic advisor to the Board on its capital campaign.

Jeanine Hawk

Dr. Jeanine Hawk is Chief Financial Officer for the Bay Area Council and Bay Area Council Foundation. She oversees and directs the financial, human resource, IT and administrative functions of the organizations. She collaborates with the policy, research, membership and events staff to provide guidance and support.

Her primary role will be to manage the finances of the effort.

4. Describe proposed use(s) of the Port's Historic Piers. Include (a) a description of the use, (b) how the use is public-oriented, (c) types of populations targeted for service, and (d) how it complements and responds to existing nearby uses and conditions in the Embarcadero Historic District.

The Bay Area Council proposes to create a Bay Area Center at the Agriculture Building. This facility will be a public-private partnership that celebrates the history, culture, peoples, economy, geography, and ecosystems of the Bay Area, by offering engaging content and events, providing a venue for public collaborations, activating and connecting adjacent public spaces, and housing organizations that support and contribute the Bay Area. It will catalyze a greater public appreciation for the Bay Area as an integrated region by illuminating what binds it together. Just as astronauts report that seeing earth from space radically expands awareness of "earth" as a unitary place – the so-called "overview effect" – the Bay Area Center will, through its exhibits, presentations, events, and hosted organizations, create awareness of the Bay Area as a unitary region that is more than the sum of its parts.

Public programs and activities at the Center will be offered at no cost or low cost (i.e., cost recovery) to participants, in order to ensure that it is accessible to all. Bay Area residents, tourists, school groups are expected to make up the bulk of visitors to galleries, presentations and events. Smaller civic and community groups (those lacking meeting space of their own) will make use of meet rooms. Artists, educators, writers, historians, scientists, innovators, civic leaders, and government officials will make use of the opportunity to offer presentations and workshops in the Center's auditorium space.

Private office space at the Center will be available on commercial lease terms to tenants that have a mission to unite, strengthen, and celebrate the Bay Area. Potential tenants could include organizations such as the Bay Area Council, the Water Emergency Transportation Authority, and/or Ferry Bocce. As an additional consideration for the privilege of tenancy at the Center, prospective tenants will be required to describe how they will assist the public-serving activities of the Center (e.g., by developing content, publicizing activities, or fundraising).

The Agriculture Building is blessed with many adjacent amenities, and the Center intends to proactively engage and support existing activities and to catalyze and nurture the develop of new amenities in the Ferry Building/Agriculture Building area. For example, the Center will activate the new South Terminal and its Promenade and Plaza by attracting visitors and by providing a public "face" to the dominant building at the site. By creating a more active feel at the new South Terminal, the Center will also engage and support a more dynamic Ferry Plaza, behind the Ferry Building. The Center will symbiotically support, and gain support from, Ferry Building visitors, and can support the continued success of Ferry Building merchants by leasing a portion of its space for back-office functions. Finally, by creating a Board of Directors

to fundraise for the Center and to oversee its operations, the Center will create an influential civic institution that can lead efforts to bring additional resources to other opportunities and needs in the Ferry Building/Center zone, such as seawall reconstruction and Ferry Plaza renovation.

5. Provide a summary of your experience related to the operation described in (4).

The Bay Area Council model for major projects is to leverage the expertise of its business membership – which includes leading firms in real estate development, construction, architecture, engineering, finance, legal, strategy consulting, urban design, and public relations – to develop a detailed business case, and to then form a consortium of the most capable and motivated firms with necessary capabilities. Due to the high caliber of Bay Area Council member companies (see <http://www.bayareacouncil.org/about-us/member-companies> for a complete list), consortium members will often be Bay Area Council members, but an open process ensures that the most capable firms, whether or not they are members of the Bay Area Council, are selected.

6. Provide information about your preferred location. Information on the sites included the RFI can be found at <http://bit.ly/sfport-piers-rfi-facilities> and <https://sfport.com/historic-pier-opportunities-partnership>.

In questions 6. a. - 6. d. describe the site(s) of interest.

6. a. Rank your preferred pier facility location(s) with 1 as your first choice.

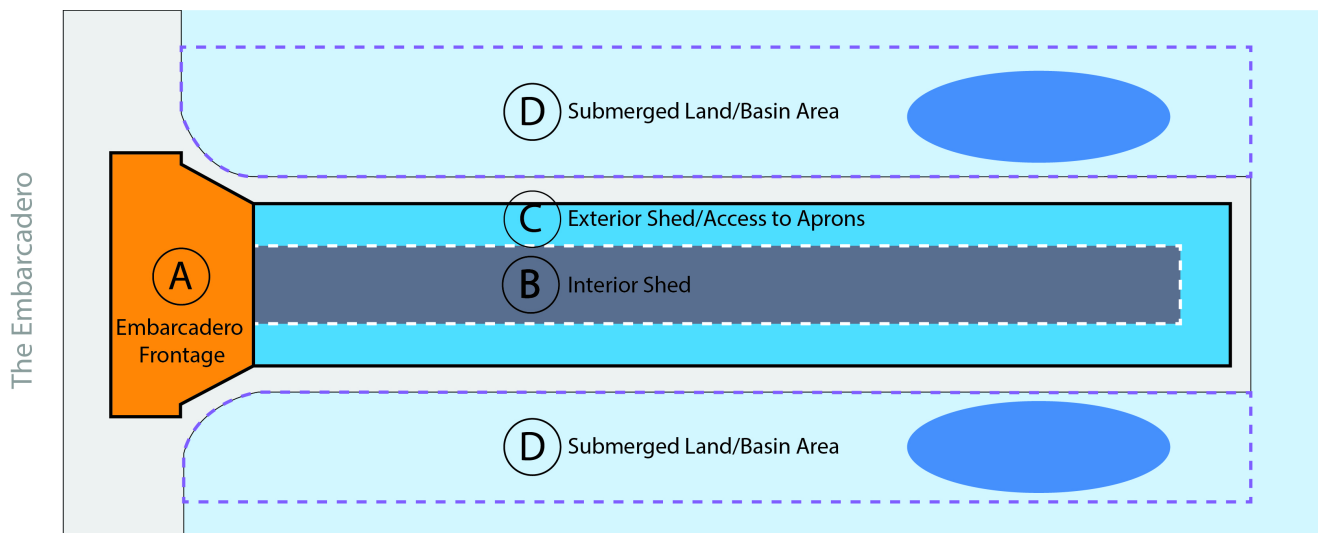
	1	2	3	4	5	6	7	8	9	10	11
Pier 35	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pier 33	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pier 31	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pier 29½ & 29	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pier 23	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pier 19½ & 19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Agriculture Building	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pier 26	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pier 28	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pier 38	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pier 40	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pier 48	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



6. b. Using the image below, select your preferred area(s) of the pier facility. If the Agriculture Building is your preferred location, proceed to 6. c.

- A. Embarcadero Frontage: Access to The Embarcadero and associated foot, bicycle, and automobile traffic; lots of natural light; architecturally beautiful exterior; often two stories.
- B. Interior Shed: Spacious, open area that can be outfitted to suit your needs; minimal natural light; high ceilings; single story.
- C. Exterior Shed/Access to Aprons: Beautiful, open water views; immediate bay access; immediate truck delivery access.
- C. & D. Exterior Shed/Access to Aprons and Submerged Land/Basin Area
- A.-D. Master Tenant Whole Pier
- Other: Agricultural Building

Layout of Pier Facility



6. c. Describe the areas and the portions of the site(s) you propose to occupy.

Entire Agricultural Building

6. d. Check all aspects of your preferred site(s) that influence your pier selection

- Location on The Embarcadero
 - Proximity to pedestrian traffic
 - Proximity to the Ferry Building
 - Proximity to AT&T Park
 - Proximity to the Cruise Terminal
 - Proximity to tourist attractions
 - Access to public transportation - MUNI
 - Access to public transportation - BART
 - Access to public transportation - Ferry
 - Facility width
 - Facility height
 - Facility ingress/egress
 - Facility apron access
 - Facility square footage
 - Facility architecture
 - Berthing space
 - Access to water
 - Other:
-

Master Tenant Respondents

Respondents in the Master Tenant category of responses provide the following information via this online form. All answers are non-binding. Click "NEXT" at the end of this section.

Smaller Tenant Respondents should skip this section by clicking "NEXT" below.

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7. Describe in paragraph form the operational concept including public-oriented use mix, such as: Where in the facility would different uses be located? Approximately how much space would be dedicated to different use-types (e.g., publicly-oriented uses, higher-revenue generating uses)? How would the public experience the facility, including public access to the building perimeter, views of and access to the Bay, maximizing access to and enjoyment of the historic elements of the building interiors, and minimizing the private feel of non-public uses?

The public functions of the Center will occupy the majority of the ground floor, providing a public interface on several sides of the building. The public space will include a gallery that features permanent and rotating art, history, and science exhibits that bring to life the richness of the Bay Area. Archives will house important physical and digitized historical records that will be accessible to accredited researchers. Meeting rooms with movable walls will allow the Center to simultaneously host multiple small gatherings (such as community organization workshops) or to be configured as a large auditorium to host public events such as speakers, movies, cultural presentations, debates, or receptions. Meeting rooms will also be available for use by tenants of the building's office space, providing greater utilization and reducing the need for meeting rooms in the building's upper (leased office) floors. While the Center will occupy the majority of the ground floor, a small portion of the ground floor is envisioned to serve revenue-generating uses, potentially a restaurant other leased commercial space.

The upper floors will be configured as office space and will be leased to tenants that have a mission to unite, strengthen, and celebrate the Bay Area. Potential tenants could include organizations such as the Bay Area Council, the Water Emergency Transportation Authority, Ferry Bocce, and the Center for Urban Education about Sustainable Agriculture.

Operation of the Center will be overseen by a non-profit Board of Directors (further described in #9, Capital).

8. Describe in paragraph form the physical improvements concepts. Please keep in mind that enhancements and alterations to the structures must be consistent with Secretary of the Interior Standards for Historic Rehabilitation.

The tentative physical concept for the Bay Area Center is to largely follow “Alternative 1” of South Basin Ferry Terminal Development and Agriculture Building Restoration Feasibility Study (ROMA Design Group, 2007). The Bay Area Council envisions preserving the facade of the original two-story western portion of the Agriculture Building, providing only necessary rehabilitation and code upgrades. The interior of the western building will be fully rebuilt to current code, ADA, and LEED Platinum standards, while re-purposing as much of the historically significant features as is feasible. As proposed by Roma, all additions, including the one-story eastern addition and the two story southern addition, will be removed, and a new multi-story building constructed in its place. If feasible, the one-story southern facade will be preserved and incorporated into the new eastern building. Roma proposed three stories for the new addition; however, the Bay Area Council is, subject to input from the Port of San Francisco, open to considering a fourth floor in order to improve the overall economics of the project.

The ground floors of the original western building and the new eastern building, totaling approximately 20,000 gross square feet, will house the Center and, potentially, a small amount of commercial space, as described in Section 7.

The upper level of the original western building and the upper floors of the new eastern building will be constructed as open floor plan office space that can be configured according to tenant needs.

9. Describe in paragraph form how you would access sufficient capital to complete an undertaking like the rehabilitation of a full pier structure or structures.

As noted by Roma in its 2007 feasibility study, the Agriculture Building's combination of relatively large rehabilitation cost and relatively small leasable area means that it is not financially feasible as a purely private project. Furthermore, a purely private project would be unable to provide robust public benefits or significant public access to the historic Agriculture Building. Accordingly, the Bay Area Council has conceived the Bay Area Center as a public-private partnership with public uses and benefits as the driving force, and with significant public and foundation funding that supplements private (capitalized rent) funding.

Fundraising will be led by a non-profit 501(c)(3) Board of Directors, composed of leading figures from Bay Area philanthropy, civic life, business, and government. In addition to directing the redevelopment project and private financing, the Board will oversee a capital campaign that raises additional funds from foundations, private donors, and government. Fundraising efforts will be helped by the multiple synergistic benefits of the proposed Center, which will create multiple avenues of fundraising appeal. The Board will leverage its influence to appeal to the State and Federal governments for funding, in support of the Center's economic development, historic preservation, tourism, homeland security, and seawall protection functions. Foundation appeals will be based upon the Center's ability to strengthen community life and social bonds across boundaries of geography, ethnicity, and income, as well as the Center's ability to build environmental and cultural awareness. The Center will appeal to private donors as an opportunity to support a Bay Area legacy institution, with potential recognition through honorary naming.

Beyond simply raising funds to redevelop the Agriculture Building and create the Bay Area Center, the Board will bring a unified focus of civic leadership to the Ferry Building/Agriculture Building area. The Center will not exist or operate in isolation; it will be an integrated part of the family of amenities that includes the Ferry Building, Ferry Plaza, Ferry Bocce, Farmers Market, and Embarcadero Plaza. In recognition of this fact, the Center's Board will be able to serve as a de facto champion for the entire area, in order to "lift all boats." For example, the Board can bring its prominent civic leadership to efforts to raise funds for seawall reconstruction. Similarly, the Board will collaborate with the Port of San Francisco and BART to raise funds, potentially including honorary naming, to improve Ferry Plaza and harden BART ventilation structures.

Smaller Tenant Respondents

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7. Provide a range of rental rates in dollars per leasable square foot per month for a triple net lease that the proposed operation can pay.

8. a. Would you be willing to make capital improvements to your preferred pier facility that would last beyond your lease term?

Depends on the deal

No

Other:

8. b. Provide an approximate amount of tenant improvement funding you can advance to prepare space for your operation.

9. Provide a range of number of years of lease term you would anticipate requiring to amortize the tenant improvement investment in (8).

Additional Information

Both Master and Smaller Tenant Respondents, click "SUBMIT" below to complete the Port of San Francisco Embarcadero Historic District Piers Request for Interest. If you have any additional information you would like to submit with your RFI response, please email these items to historicpiers@sfport.com with "Historic Piers Additional RFI Information" in the subject line.

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