

San Francisco Historic Piers Request for Interest

AGRICULTURE BUILDING

And Ferry Building Environs



PACIFIC
WATERFRONT
PARTNERS, LLC

PORTMAN HOLDINGS



A symbol of the west

At the turn of the 20th century, San Francisco was the preeminent port on the West Coast and the Ferry Building was the symbol of this prestige. The Ferry Building was the center for water transportation for Bay Area passengers as well as the administrative center for a vast number of cargo piers stretching the length of the waterfront.

At the turn of the 21st Century, San Francisco assumed its place in the world as the center of origin for the growth and development of IT technology and innovation.

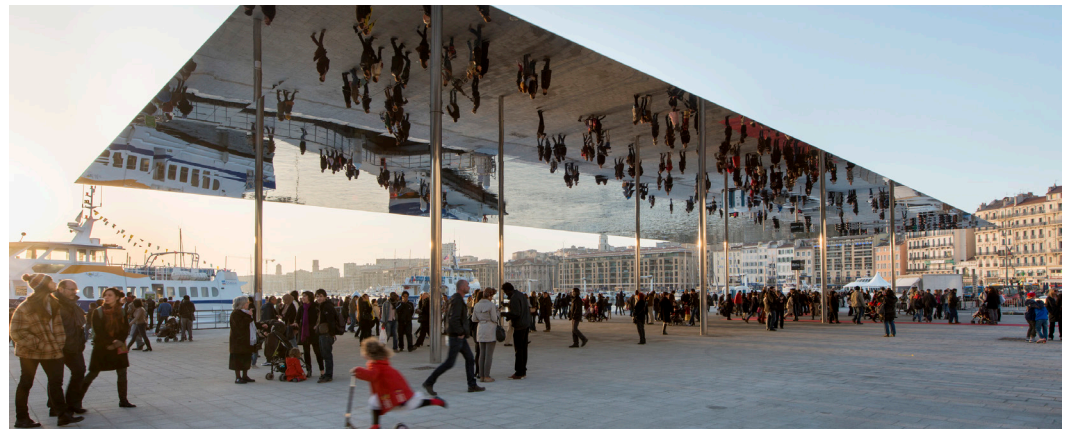
Wilson Meany Sullivan and the Port did an excellent job of rehabilitating the Ferry Building in 2000. However, the scope did not extend to the adjacent plazas, buildings, and transportation facilities. We think of this first project as Ferry Plaza 1.0.

The Port's invitation to submit ideas for the Agriculture Building through the Request for Interest process spurred us to look at the unfinished business of completing what the Ferry Building renovation started. As a result, **we are extending the ideas for the Agriculture Building to include what we will call Ferry Plaza 2.0.**

An iconic opportunity

At the symbolic entry to the City, we see Ferry Plaza 2.0 as **an important expression of San Francisco in the 21st Century**. A beautiful public plaza that provides 24/7 access to the community, it will serve as a forecourt to an iconic structure that will replace the World Trade Club building. **Ferry Plaza 2.0 will symbolize the City's leadership in technological innovations while providing a striking counterpoint to the classic architecture of the Ferry Building**, much like how I.M. Pei's Louvre extension in Paris enhanced the classical buildings of the original museum. This will be a new front door to San Francisco.

The corporate sponsorship and naming rights arrangement for this iconic structure will provide private capital funding to subsidize the foundation costs associated with raising and restoring the Agriculture Building. This opportunity would also provide funding for much of the public improvements to the Ferry Plaza and surrounding public areas. Such public improvements include **elevation changes for sea level rise, expanded water transportation facilities, and an infrastructure that will embrace cultural, educational, and recreational amenities.**

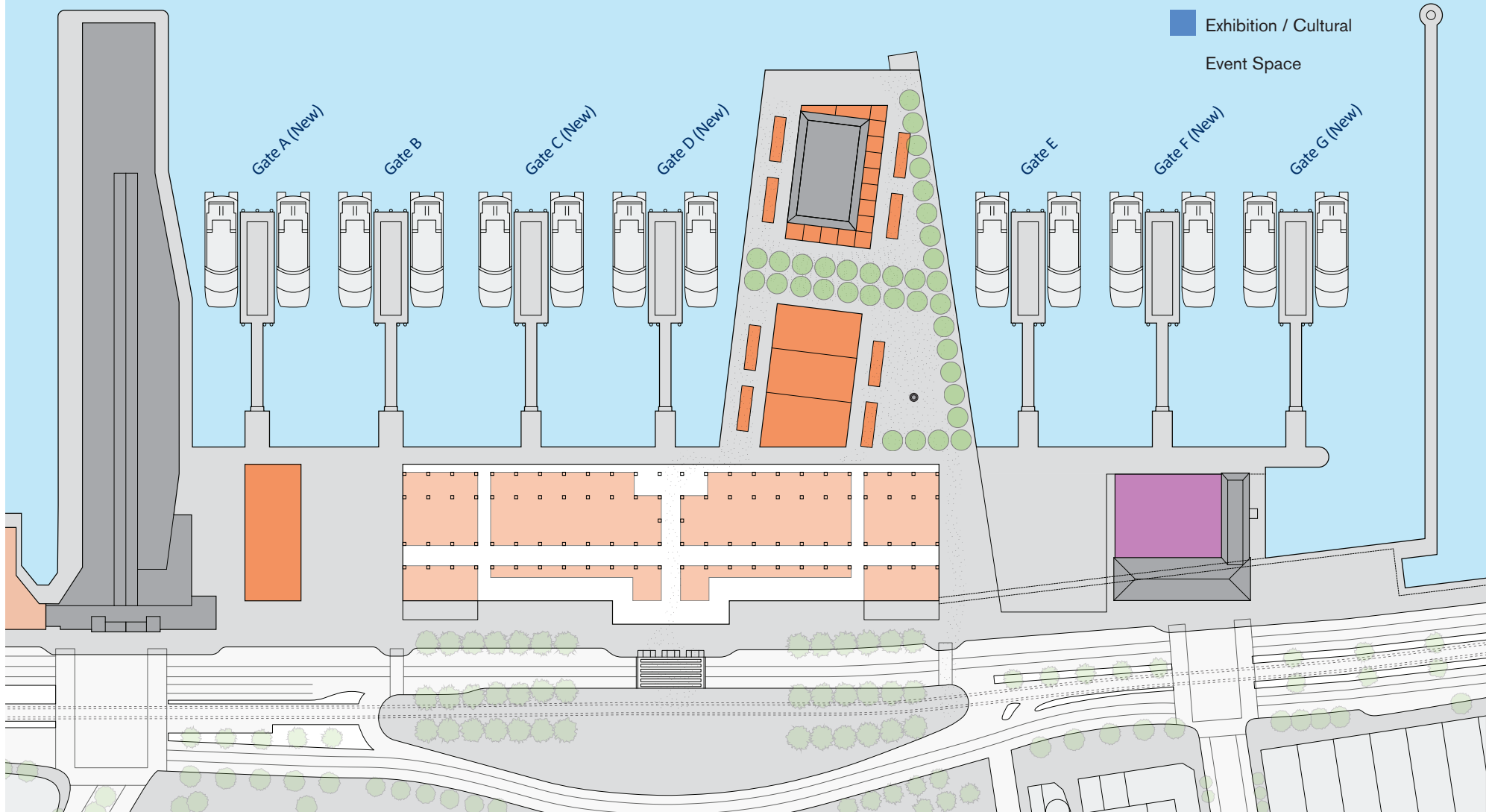


Enlivened public spaces in Dallas (top), Stockholm, and Marseilles by Foster + Partners.

Ground Level Plan

Foster + Partners

- F&B / Retail
- Existing F&B / Retail
- Hotel / Office
- Existing Structures
- Exhibition / Cultural
- Event Space



Scope

- **Save the Agriculture Building** and adapt it for either hotel or office use.
- **Rebuild the World Trade Club building** to provide a publicly accessible, iconic structure that celebrates the City's place in the 21st century and its position as a global technology leader.
- **Integrate planning with the new WETA Ferry Landing** on the South Basin and replace the two existing Golden Gate Ferry berths at Gates D & C with **six berths stretching from Gate A to (new) Gate D** to accommodate the rapidly growing use of ferries.
- **Integrate a public plaza that can be used by the public 24/7.** Extend this plaza to add an Embarcadero Plaza on the north expanding the weekend CUESA Market to the apron of Pier 1.
- **Incorporate a new barrier from Pier 14 to Pier 1 to safeguard against sea level rise.**
- **Widen the Eastern promenade (Portwalk)** of the Ferry Building to better accommodate pedestrian traffic associated with the new ferry berths A through D.
- **Extend from Pier 14 to Pier 9 the current goal of replacing office space at the ground level with publicly accessible retail space.**



Program

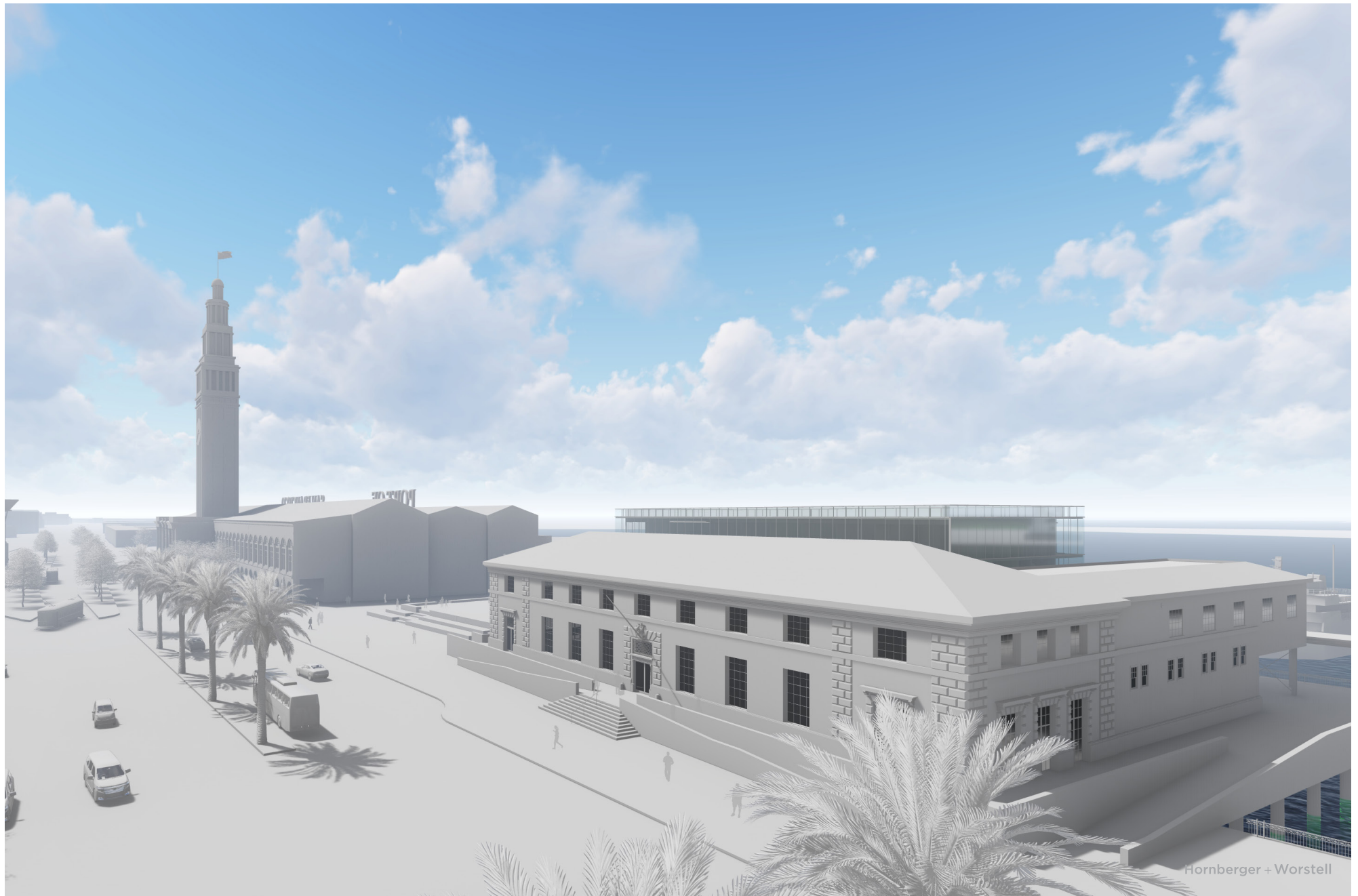
Agriculture Building

We will present two schemes:

- i. **Hotel.** The preferred program for maximum public benefit for this building is to **adaptively rehabilitate it for hotel use while keeping with the public use goals of the Public Trust.** It is recognized that this use will require a referendum to exempt it from the restrictions of Prop H. The height of the hotel would be in keeping with the scale of the Ferry Building but would be determined in a consultation with Port Planning, the National Park Service/SHPO, and the neighborhood.
- ii. **Office/Retail.** Should the Port decide that it does not want to go through a referendum, we envision ground level retail/restaurant uses connected to the elevated walkway at the South Basin ferry landings and offices above the second floor.

Whichever use is adopted, the building must be raised to meet the height of the adjacent elevated plaza and deal with sea level rise. The foundations and salvation of the exterior will require approximately \$50 million in subsidies beyond the tax credits. We believe that this can be funded with private capital through the sale of naming rights for the new building on the former World Trade Club site. (See table of recent naming rights fees attached as Appendix A.)





Program

Ferry Plaza

We will seek to improve the Ferry Plaza in consultation and/or partnership with Hudson Pacific, the new owners of the Ferry Building ground lease, Golden Gate Ferries, and WETA.

An elegant glass canopy covering the Plaza will be generously proportioned to allow truck deliveries (early morning only), weekend farmers markets, night markets, conventions, public art, and displays of technological innovations. Utility infrastructure will be incorporated into the Plaza construction to encourage small food and beverage vendors to animate the Plaza at night and on weekends. Management and programming of the overall Plaza and special events will be undertaken by the Ferry Building and/or the World Trade Club building under a management agreement with the Port to reduce or eliminate the Port's management and maintenance of the facilities.

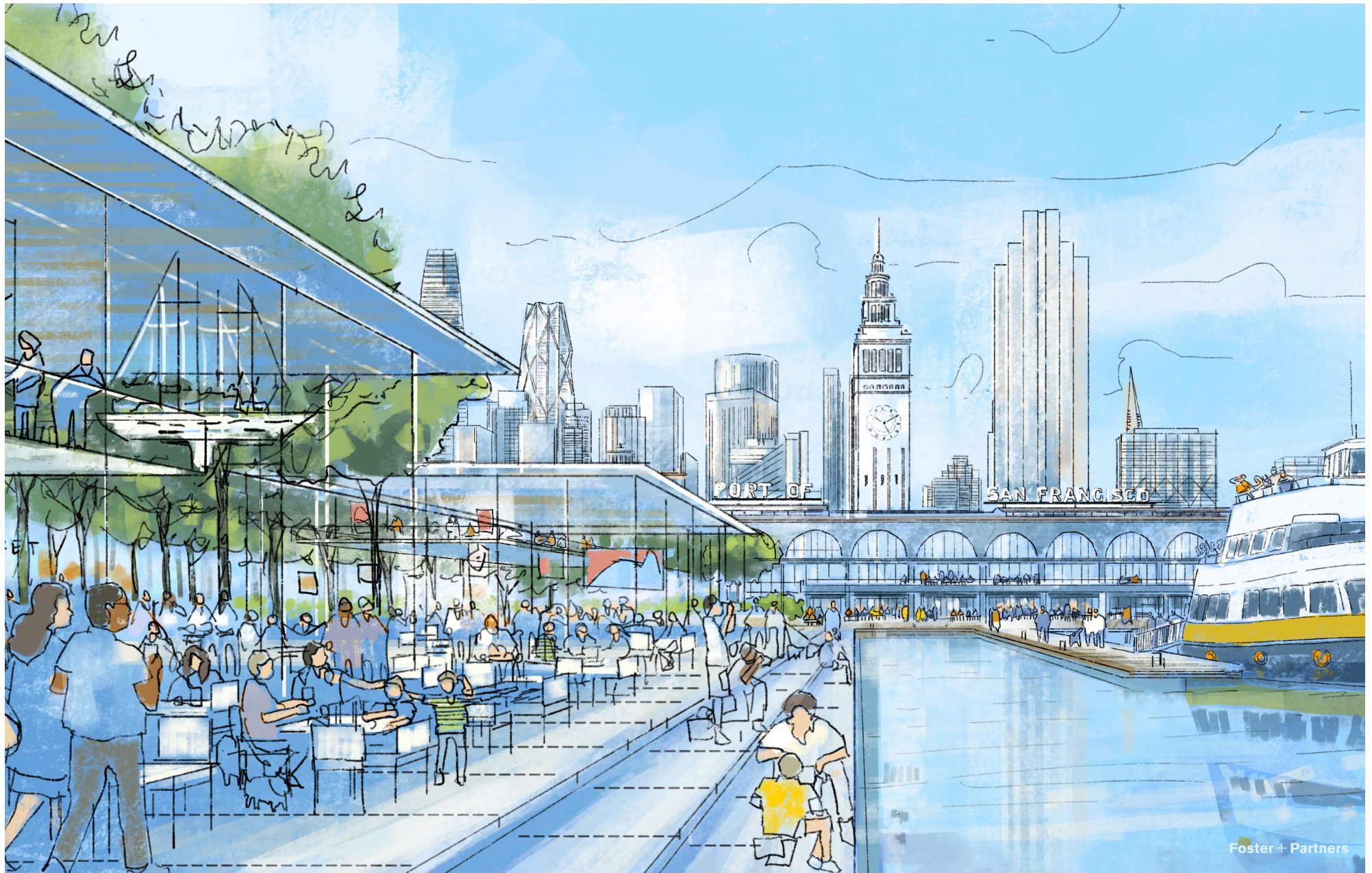
The expanded Plaza and new World Trade Club building will be surrounded by a newly constructed elevated perimeter walkway to match the height of the South Basin walkway. The elevated perimeter walkway will be sculpted, sloped, and contain innovative engineering to retain views of the water.

The Plaza will be extended to the north of the Ferry Building to connect from its north apron to the south apron of Pier 1, and to create an Embarcadero Plaza North in the area

previously occupied by Pier 1 ½ in a similar fashion as is being done to the south by ROMA design. This new plaza will create an attractive expansion of the areas occupied by the farmers market, add balance to the master plan, and facilitate the replacement of Gate A to provide more generous access to the boarding ramp. The Plaza will be elevated to mitigate sea level rise.

The current Portwalk will be extended to the east of the Ferry Building, elevated in a slightly sloped manner, and fitted with innovative flood control elevators to provide a more generous gathering and waiting area for the expected increase in pedestrian traffic related to ferry boarding.

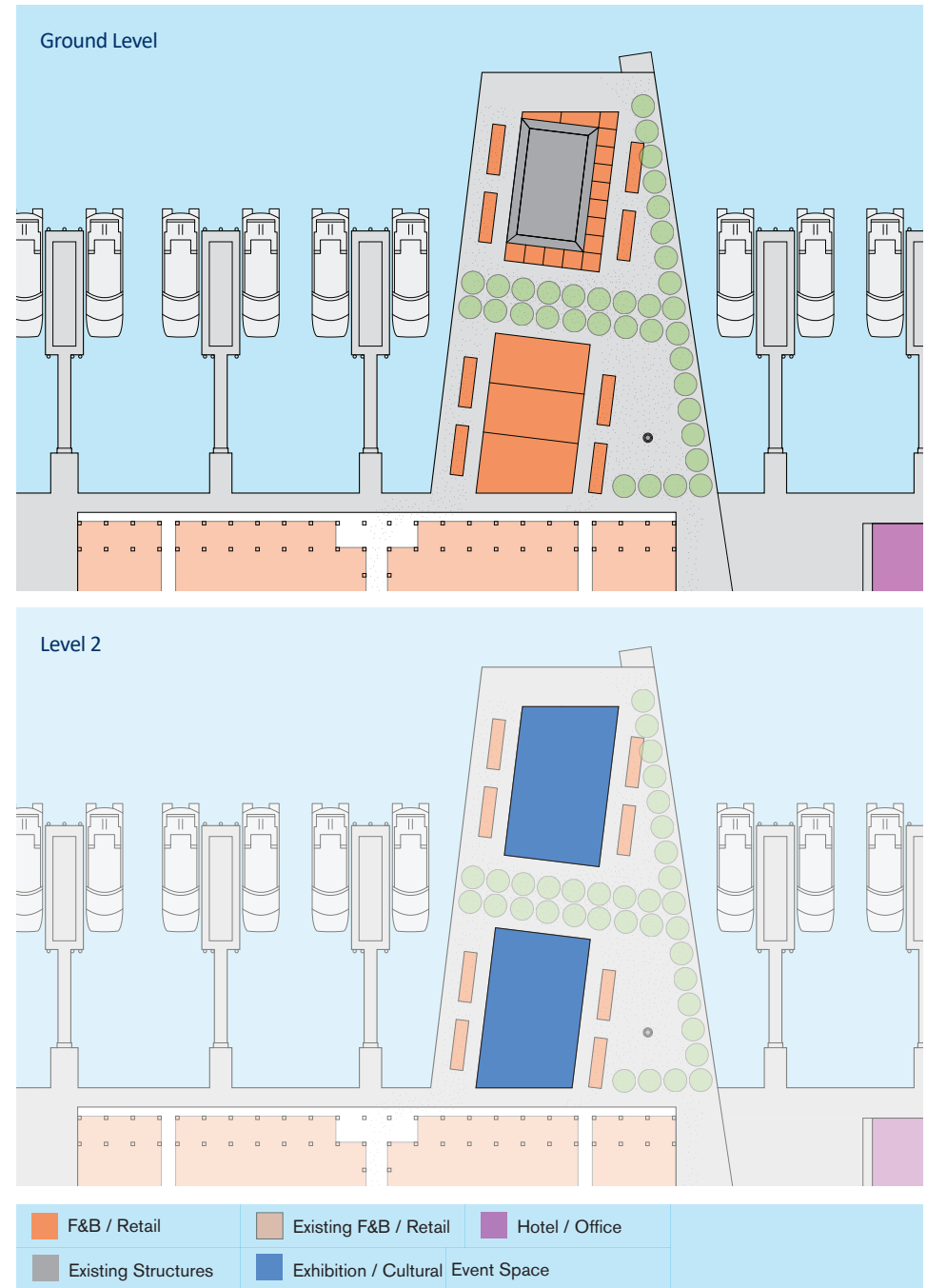
We propose to remove the Golden Gate Ferry terminal buildings and visitor viewing gallery on the north side of the Plaza and substitute four Golden Gate Ferry berths at new Gates C & D on the east side of the Ferry Building for the two that will be removed. This will provide a total 14 berths for WETA/Golden Gate ferries with access from the apron. Access ramps from the Portwalk to the floats will be elongated to keep ferries at a greater distance from the Ferry Building's outdoor dining areas.



Program

The World Trade Club Building

We propose to take over the World Trade Club building lease and demolish the building above the BART structure. The new design will be an iconic and transparent structure, containing retail outlets and tech-focused conference/convention space. We are confident that several major corporations will bid on the naming rights for this building. The ground floor frontage surrounding the BART facility would be visitor-serving retail space, and a new upper floor would be programmed as publicly accessible exhibition and display space for technology and innovation and for special purpose conference facilities.

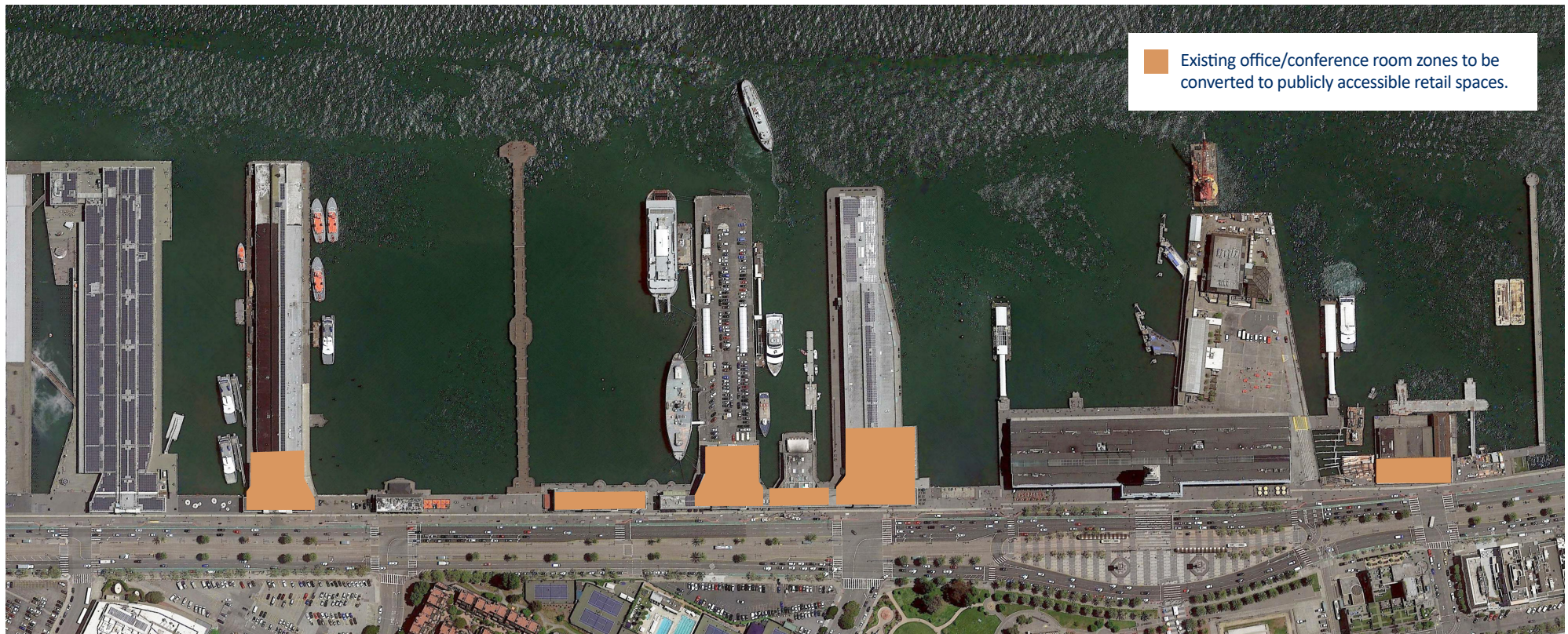


Program

The Ferry Building Waterfront Area Environs—Pier 14-Pier 9

In keeping with the goals agreed upon in the Waterfront Land Use Plan update, explore various means of enhancing public access to the historic waterfront buildings along the street level and, over time, relocate offices from the street to the second floor, replacing them with retail, restaurants and other Public Trust uses.

For example, Pacific Waterfront Partners has recently converted office/conference space at Pier 1 ½ to a restaurant use. Similarly, conference venues at Pier 1 (some of the Port's conference rooms), Pier 3, Bloomberg conference rooms, Pier 5 office space and Pier 9 could be converted to more publicly-accessible uses, creating a corridor of visitor-serving retail and restaurants.





Hornberger + Worstell

AGRICULTURE BUILDING and Ferry Building Environs



PACIFIC
WATERFRONT
PARTNERS, LLC

PORTMAN HOLDINGS

Team

DEVELOPMENT TEAM

Lead Development will be a partnership of:

- **Pacific Waterfront Partners, LLC** (PWP)
- **Portman Holdings** (PH)

Consultants:

- **Cornerstone Concilium**, Construction and Project Management

ARCHITECTS & ENGINEERS

- **Hornberger + Worstell**, Architect
- **Foster + Partners**, Ferry Plaza Vision
- **Page & Turnbull**, Historic Preservation Architect
- **Rutherford + Chekene**, Structural Engineer
- **Moffatt & Nichol**, Maritime Engineer
- **Meyers + Engineers**, Mechanical and Electrical Engineer

ATTORNEYS

- Ruben, Junius & Rose, Land Use
- Remy Moose Manley, CEQA
- Farella Braun + Martel, Historic Tax Credits
- CohnReznick, Historic Tax Credit Auditors

FINANCIAL PARTNERS

PWP has partnered with, managed for, and/or arranged financing with:

- California State Teachers' Retirement System, (CalSTRS)
- Invesco
- US Bank
- Bank of America
- First Republic Bank

Portman Holdings' recent financial partners include, amongst others:

- AIG Global Real Estate
- Canyon Capital Advisors
- J.P. Morgan
- PCCP
- PNC Bank
- Regions Bank
- SunTrust Bank



PACIFIC
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Hornberger + Worstell

Foster + Partners

PAGE & TURNBULL



moFFatt & nichol

MEYERS+
ENGINEERS

AGRICULTURE BUILDING and Ferry Building Environs



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PORTMAN HOLDINGS

Top Naming-Rights Deals and Compiled Averages

Facility Name	Total Price (In Millions)	Begin	End	Deal Length	Annual Value (In Millions)
Scotiabank Arena	\$639	2017	2038	21	\$30
MetLife Stadium (Low Range of \$425-\$625 million)	\$425	2010	2036	26	\$16
Citi Field	\$400	2006	2028	22	\$18
AT&T Stadium	\$400	-	-	20	\$20
Mercedes-Benz Stadium	\$324	2015	2043	28	\$12
NRG Stadium	\$310	2000	2032	32	\$10
Chase Center (Low Range of \$300-\$400 million)	\$300	2016	2040	24	\$13
Reliant Stadium	\$300	-	-	30	\$10
SunTrust Park	\$250	2014	2042	28	\$9
Hard Rock Stadium	\$250	2016	2034	18	\$14
Gillette Stadium	\$240	-	-	30	\$8
Levi's Stadium	\$220.3	2013	2033	20	\$11
US Bank Stadium	\$220	2015	2041	26	\$8
FedEx Field	\$205	1999	2025	26	\$8
Barclays Center	\$200	2007	2032	25	\$8
American Airlines Center	\$195	1999	2030	31	\$6
Philips Arena	\$185	1999	2019	20	\$9
Minute Maid Park	\$178	2002	2029	27	\$7
University of Phoenix Stadium	\$154.5	2006	2025	19	\$8.1
Bank of America Stadium	\$140	2004	2023	19	\$7
Lincoln Financial Field	\$139.6	2002	2022	20	\$7
Little Caesars Arena	\$125	2016	2036	20	\$6
Lucas Oil Stadium	\$121.5	2006	2027	21	\$5.8
Averages	\$257			24	\$11

