

Port of San Francisco

Embarcadero Historic District Piers Request for Interest - Responses

OVERVIEW

From August 1 to October 31, 2018, the Port of San Francisco solicited public-oriented concepts for facilities in the Embarcadero Historic District. This Request for Interest (RFI) sought responses from small tenants (i.e., lease part of a pier) and master tenants (i.e., lease entire pier) for 13 historic piers and the Agriculture Building in need of rehabilitation.

The Port received more than 50 diverse reuse ideas to the RFI in nine categories of public-oriented use:

- Active Recreation
- Art, Makers, and Associated Retail
- Education, Training, Incubator, Innovation Hub
- Food and Beverage
- Live Performance, Entertainment, Attractions
- Maritime Excursion, Charter, and Transportation
- Mixed Use with Hotel Concept (Note: Hotels are currently prohibited in piers)
- Museum and Cultural Exhibition
- Waterfront-wide Concept and Interest in Partnerships

“All responses include an explanation as to how their concept ensures that these one-of-a-kind historic resources are accessible to the public,” said Port of San Francisco Executive Director Elaine Forbes.

“Increasing public access to the waterfront and the piers in the Embarcadero Historic District is absolutely a priority for the Port, since this was a key recommendation from the Waterfront Land Use Plan Update process. We are pleased with the robust response to the RFI and we look forward to hearing feedback from the public.”

The Port used a combination of online and in-person presentations, open houses, an extensive website, emails, telephone calls, and social media to reach a broad range of respondents. Before delving deeply into whether or how the concepts may be physically or financially feasible or how they may be permitted, the Port requests public feedback. In addition to receiving public feedback through an online form, the Port will have several in person opportunities for the public to engage with the RFI concepts.

The RFI is the first step in the rehabilitation and preservation process for these historic waterfront facilities. The public feedback will be essential to a Port staff analysis conducted during the first few months of 2019. This analysis will include evaluating the potential issuance of one or more Requests for Proposals (RFPs).

Since the Embarcadero Freeway came down after the 1989 earthquake, San Francisco’s waterfront has become an increasingly dynamic and integrated part of the city, providing jobs, entertainment, and relaxation to over 24 million visitors and locals a year. In 2006, a three and a half mile stretch of the northeastern waterfront from Pier 45 at Fisherman’s Wharf to Pier 48 in the south at China Basin was listed in the National Register of Historic Places for significance in architecture, commerce, transportation, engineering, labor, and community planning and development.

The Exploratorium at Pier 15, the Ferry Building, James R. Herman Cruise Terminal at Pier 27, and AT&T Ballpark, home of the Giants, are examples of successful rehabilitation projects in this District. These projects increased public use and enjoyment on the waterfront. While the vibrancy of the Embarcadero Historic District continues to grow many of the remaining District piers have fallen into disrepair and have limited public access.

The Port's Embarcadero Seawall Program is underway to rebuild over three miles of waterfront to prepare for seismic activity and predicted sea level rise. The Seawall Program includes the \$425 million General Obligation bond approved by San Francisco voters. Any subsequent RFPs will be in coordination with the Embarcadero Seawall Program and other Port projects.

FACILITIES INCLUDED IN THE RFI

The Port included 13 pier facilities and the Agriculture Building in the RFI. All facilities are within the three and a half mile Embarcadero Historic District. Facilities include: Pier 35; Pier 33 shed; Pier 31 shed; Pier 29½; Pier 29; Pier 23; Pier 19½; Pier 19; Agriculture Building; Pier 26; Pier 28; Pier 38; Pier 40; and Pier 48.



PROJECT GOALS

- Rehabilitate and preserve important sites within the Embarcadero Historic District.
- Give the public a diverse array of activities and attractions for people of all ages, backgrounds, and economic levels.
- Provide market-based, real world input on interest in the Embarcadero Historic District piers and facilities.
- Generate sufficient revenue to pay for a rehabilitation project as well as publicly-oriented uses.
- Facilitate collaboration and partnership between potential pier tenants.

ANTICIPATED SCHEDULE

- RFI Outreach and Responses Received: August 1-October 31, 2018
- Response Public Meeting: Tuesday, November 27, 2018
- Response Summary Presented to Port Commission: Tuesday, December 11, 2018
- Additional Response Public Meetings: January 2019
- Online Response Feedback Form Open: November 13, 2018-January 31, 2019
- Informational Presentation to Port Commission on RFP Strategy: February 2019
- RFP Strategy Discussion at Advisory Group Meeting: February/March 2019
- Action Item to Port Commission for Authorization of RFP(s): March/April 2019

FOR MORE INFORMATION

WEBSITE: <https://sfport.com/embarcadero-historic-district-facilities-request-interest-responses>

MEDIA CONTACT: Renee Dunn Martin, Renee.Martin@sfport.com, 415-274-0488

PROJECT CONTACT: Rebecca Benassini, Rebecca.Benassini@sfport.com, 415-274-0548