

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

THE ROYAL CUCKOO MUSEUM BAR AND PIPE ORGAN LOUNGE

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

Proprietors: Paul Miller and Debbie Horn, Musical Directors: Lavay Smith and Chris Siebert, Photography and art installation: Bill Mcleod and Kathy Miller

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 ROYAL CUCKOO MUSEUM BAR AND PIPE ORGAN LOUNGE will be the third Royal Cuckoo location in San Francisco. The existing Royal Cuckoo Organ Lounge opened in 2010, and The Royal Cuckoo Market (and Horsies Saloon) opened in 2014. The proposed use is a cocktail bar. It will consist of a craft cocktail bar, a museum, and a live music venue that includes a pipe organ. THE COCKTAILS, in keeping in line with our other locations, will include something for everyone. A wide price range works well for us, we offer house batched barrel cocktails, fresh ingredients in craft cocktails, as well as basic well drinks for simpler tastes. We are never assumptuous and always inclusive to our guests. THE MUSIC, there will be a pipe organ in the bar with organ players (and accompanying musicians) seven nights a week. The pipe organ can be traced back to the ancient water organ, and was also used in many silent films that will be shown here. THE MUSEUM, will be a San Francisco history learning centers that relates to The Port. Maritime, Nautical, Embarcadero history is our aesthetic theme, as well as San Francisco bar history and themed cocktails that work with the rotating exhibits. Music, literary, and film events will also tie in with local history. Only vinyl records will be played in accord to our other locations.

WHY THE PORT. Our interest in a nautical themed San Francisco History bar fits perfectly along the waterfront. A bar in its own element. The bay backdrop, the natural wood piers, and the rich origins of early San Francisco economic growth are perfect for this project. Atmosphere, ambiance, and aesthetic of the piers combined with cocktails and entertainment is ideal for tourists and locals.

The target market is neighbors, locals, tourists, music lovers, and cultural institutions. Ideally, we envision two rooms. One room for the fixed bar and the pipe organ, and the other room for rotating events. We will partner with Fleet Week, The S.F. Film Noir Festival, The California Historical Society, The Tenderloin Museum, The S.F. Jazz Center, and Litquake as well as other local artists and musicians.

WHY WILL THIS WORK? Organists and other musicians currently perform at the Royal Cuckoo Organ Lounge every night, so this will be an extension of the current bookings. Many of these musicians are linked to music institutions such as the SF jazz center and would love a new space to perform in. The business model is successful currently, and this new location would be a chance to emphasize the music and drinks that we are so familiar with. This will complement and respond to the bay, the water, The Barbary Coast, and Maritime History as well as nearby uses like pier 23 and The Exploratorium.

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

Paul Miller and Debbie Horn currently own and run The Royal Cuckoo Organ Lounge and The Royal Cuckoo Market (and Horsies Saloon). Before opening these spaces Paul Miller was an investor in Chez Spencer restaurant and created the Cocktail program for them. He also managed Bruno's bar, bartended at Cafe du Nord and Foreign Cinema, (all San Francisco Mission district restaurants and Bars). His sister is Lavay Smith from Lavay Smith and The Red Hot Skillet Lickers, and his other sister and his nieces bartend at the current locations. Debbie Horn has worked as a visual artist after completing school at California College of The Arts. She has taught art to middle school kids, painted murals with Precita eyes, and led art workshops before opening and then selling her own small cafe. She currently volunteers at California Historical Society and is involved in museum studies events. She occasionally sings in a 60's themed girl group (The Go-Going-Gone Girls). She is active in creating cocktails that respond to local events, and her and Paul have catered museum events using exhibitions as themes for their menu. Their combined bar experience, museum interest, and musical backgrounds are rock solid for this project. They have both lived in San Francisco for 30 years.

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.

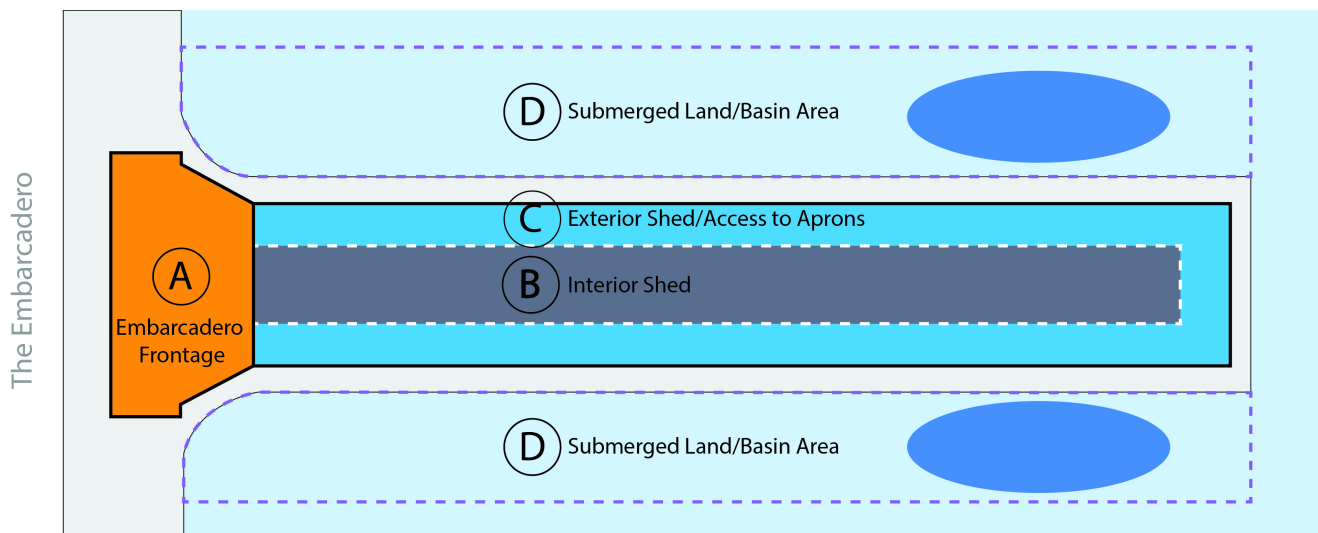
	1	2	3	4	5	6	7	8	9	10	11
Pier 35	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pier 33	<input type="radio"/>	<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 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"/>
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 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"/>
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:

Layout of Pier Facility



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

Near the back lower area near the promenade possibly?

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?

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.

X

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.

Smaller Tenant Respondents

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

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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.

We currently pay between 3 and 5 dollars per square foot in our other spaces (in the mission district)

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.

Negotiable

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

Ten year

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.

You will be emailed a link to your form and you will be able to make changes to your responses until the RFI closes on Wednesday, October 31, 2018 at 5:00 p.m., PDT. The Port of San Francisco will not consider responses until after the RFI closes.

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