REQUEST FOR INTEREST: PUBLIC-ORIENTED USES

Goal: To explore reopening additional Embarcadero Historic District Pier structures & meet public trust objectives

Public Trust Objectives
- Historic preservation
- Seismic/life safety
- Maritime operations
- Public access
- Resources for Port capital improvements
- Public-oriented uses

Financially Feasible Projects with
- Seismic upgrades
- Historic rehabilitation
- Trust and public-oriented uses
- Revenue generating uses

The RFI Process:
- To be issued on July 2018
- Invite statements of interest from:
  - Public-oriented uses (e.g. arts, entertainment recreation, cultural/museums, makers, education entities)
  - Large operators & developers who can finance full pier rehabilitation projects
  - Small operators seeking smaller tenancies
- RFI to test market interest
- RFI responses will inform Port Commission on possible future RFPs for pier rehabilitation development solicitations
PORT OF SAN FRANCISCO
REQUEST FOR INTEREST IN PUBLIC-ORIENTED SPACES

Michael Martin, Deputy Director Real Estate & Development
Rebecca Benassini, Assistant Deputy Director, Development
WEBMEETING ORIENTATION

Login:
• [https://www.webmeeting.att.com](https://www.webmeeting.att.com)
• meeting number 888–363–4734 and code 223662

Type questions anytime via “chat” function:
• Send them to “Host”
  – Do not use option to send to Everyone in the webmeeting

Recording of Presentation posted to website

Questions and Answers posted to website
MEETING OVERVIEW

- Location orientation
- RFI objective
- RFI background
  - About the Port
  - Public Trust
  - Embarcadero Historic District
  - Public Private Partnerships
  - Waterfront Land Use Plan Update
- RFI facilities
- Responding to the RFI
WHO HAS THE NEXT GREAT IDEA?

The Port’s objective is to find implementable public-oriented concepts that can help support the historic rehabilitation of these unique piers and public buildings.

The RFI welcomes responses from tenants and developers who have a great idea that they would like to see brought to life.
WHAT ARE PUBLIC–ORIENTED CONCEPTS?

**pub·lic ori·ent·ed = Invites the public in.**

- *Examples are:* arts and culture, recreational enterprises, assembly and entertainment, education, maritime (excursion and leisure), museums, specialty retail/food and beverage
- These examples are not exhaustive
  - Port welcomes novel ideas for the public to access the piers.
ABOUT THE PORT

• Public Enterprise
• Burton Act and public trust
• 800+ acres, 500+ tenants, and 20M sq.ft. managed
## PUBLIC TRUST OBJECTIVES

### Draft Trust Matrix

<table>
<thead>
<tr>
<th>Trust Criteria</th>
<th>Scale</th>
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</thead>
<tbody>
<tr>
<td>• Historic preservation</td>
<td>Each project’s achievement of trust objectives will vary.</td>
</tr>
<tr>
<td>• Pier repairs &amp; seismic upgrade</td>
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<tr>
<td>• Interior public-serving trust uses</td>
<td></td>
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<tr>
<td>• Includes public access &amp; maritime</td>
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<td>• Harbor Fund revenues</td>
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<td>• Revenue uses and lease terms to support financial feasibility &amp; amortize investment</td>
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PUBLIC TRUST OBJECTIVES

Illustrative ‘trust’ achievement

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<tr>
<th>Trust Criteria</th>
<th>Low</th>
<th>------</th>
<th>High</th>
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- Low  ------ High
WHY PARTNERSHIPS?

Port’s capital needs outstrip its capital budget.
WHY PARTNERSHIPS?

Track record of successful public private partnerships.
• Update began in 2015
• Policy recommendations endorsed by Port Commission 8/14/18
  ➢ Strong desire for more and different public-oriented uses
  ➢ Rehabilitating Port historic buildings for public use is a public trust purpose
RFI PROCESS

This RFI seeks the next great concept for the Waterfront.

Process

- **RFI OPEN**: Respondents review materials, attend presentations, submit questions, and submit responses. *DUE OCT. 31, 2018* (Q3 2018)
- **RFI RESPONSES PRESENTED PUBLICLY**: Port presents summary of responses to Port Commission and Stakeholders to hear input. (Q4 2018)
- **ISSUE RFP (AT PORT’S OPTION)**: Port may prepare one or more subsequent RFPs based upon responses to RFI (Q1 2019)
- **NEGOTIATION AND APPROVALS**: Port and selected partner negotiate and take project through approvals (VARIES)

**ULTIMATE OUTCOME**
- Fully rehabilitated piers
- Financially feasible projects
- Including great public-oriented uses
PIERS 19 TO 35: NORTHERN WATERFRONT
## NORTHERN WATERFRONT

### Pier 35
- **170,000 sq. ft. of floor area**
- Adjacent to San Francisco’s top tourist attraction PIER 39
- Open water views to north and east
- Primary pedestrian route to Fisherman’s Wharf
- 1-minute walk to E and F-line stop
- Accommodate existing uses or have a long-term implementation horizon

### Pier 33
- **96,500 sq. ft. of floor area**
- Alcatraz Welcome Center with 1M visitors per year
- $35M private investment committed to Alcatraz embarkation
- Along primary pedestrian route to Fisherman’s Wharf
- 5-minute walk to E and F-line stop
- Future use may not affect Alcatraz embarkation space

### Pier 31
- **89,000 sq. ft. of floor area**
- Alcatraz Landing Café with 1M visitors per year
- $35M private investment committed to Alcatraz embarkation
- Along primary pedestrian route to Fisherman’s Wharf
- 5-minute walk to E and F-line stop
- Future use may not affect Alcatraz embarkation space
NORTHERN WATERFRONT

Pier 29 & 29 ½

124,000 sq. ft. of floor area
22,500 sq. ft. open-air tip
Heavy foot traffic between Fisherman’s Wharf and Ferry Building
Recent repairs to façade and utilities
300,000+ cruise passengers travel through area yearly
Ground access along 800-ft. south face

Pier 19, 19 ½ & 23

308,000 sq. ft. of floor area
Recent upgrades to roof and utilities
Next door to Exploratorium
Heavy foot traffic between Fisherman’s Wharf and Ferry Building
5-minute walk to E and F-line stop
Largest facility in the RFI
CENTRAL WATERFRONT

Agricultural Building

- **33,000 sq. ft. of floor area**
- Potential expansion to +55,000 sq. ft. floor area
- Convenient transit access in all directions
- Ferry Building is neighbor to north
- Downtown Ferry Terminal neighbor — expansion, 2019
- Matchless location for many concepts

Pier 26

- **152,000 sq. ft. of floor area**
- Mission Revival Front
- 5-minute walk to Salesforce Transit Center
- 2-minute walk to KT and N Muni Metro Rail
- 5-minute walk to Rincon Park & Brannan Street Wharf
- Along key pedestrian route to AT&T Ballpark

Pier 28

- **100,000 sq. ft. of floor area**
- Mission Revival Front
- 10-minute walk to Salesforce Transit Center
- 5-minute walk to KT and N Muni Metro Rail
- 5-minute walk to Rincon Park & Brannan Street Wharf
- Along key pedestrian route to AT&T Ballpark
### CENTRAL WATERFRONT

#### Pier 38

- **153,000 sq. ft. of floor area**
- Potential pairing with Pier 40 response
- Unobstructed views along 880 ft. length to north and 120 ft. east
- 15-minute walk to Salesforce Transit Center and Caltrain Station
- 5-minute walk to KT and N Muni Metro Rail
- 5-minute walk to AT&T Ballpark

#### Pier 40

- **88,000 sq. ft. of floor area**
- Potential pairing with Pier 38 response
- Unobstructed views with South Beach Marina
- 15-minute walk to Salesforce Transit Center and Caltrain Station
- 3-Minute walk to AT&T Ballpark and KT Muni Metro Rail
- Continuation of water recreation space

#### Pier 48

- **212,000 sq. ft. of floor area**
- Unobstructed views of AT&T Ballpark
- $1B+ to be invested in Mission Rock Project
- New neighborhood in heart of Central Waterfront
- Adjacent to growing Mission Bay
- Partner with Mission Rock development entity as Master Tenant
HOW DO I RESPOND?

Via online application
HOW DO I RESPOND?

Start form, stop at any point, and return (link to your form will be emailed to you).

Opportunity to email additional information in pdf, if desired.
HOW DO I LEARN MORE?

- Review the RFI website

- **Sign-up** for the Embarcadero Historic District Piers RFI mailing list.

- Attend the **On-Site Presentation and Q&A** Thursday, September 13, 2018, 11:00 a.m., PDT
THANK YOU!

CONTACT:

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(415) 274-0548