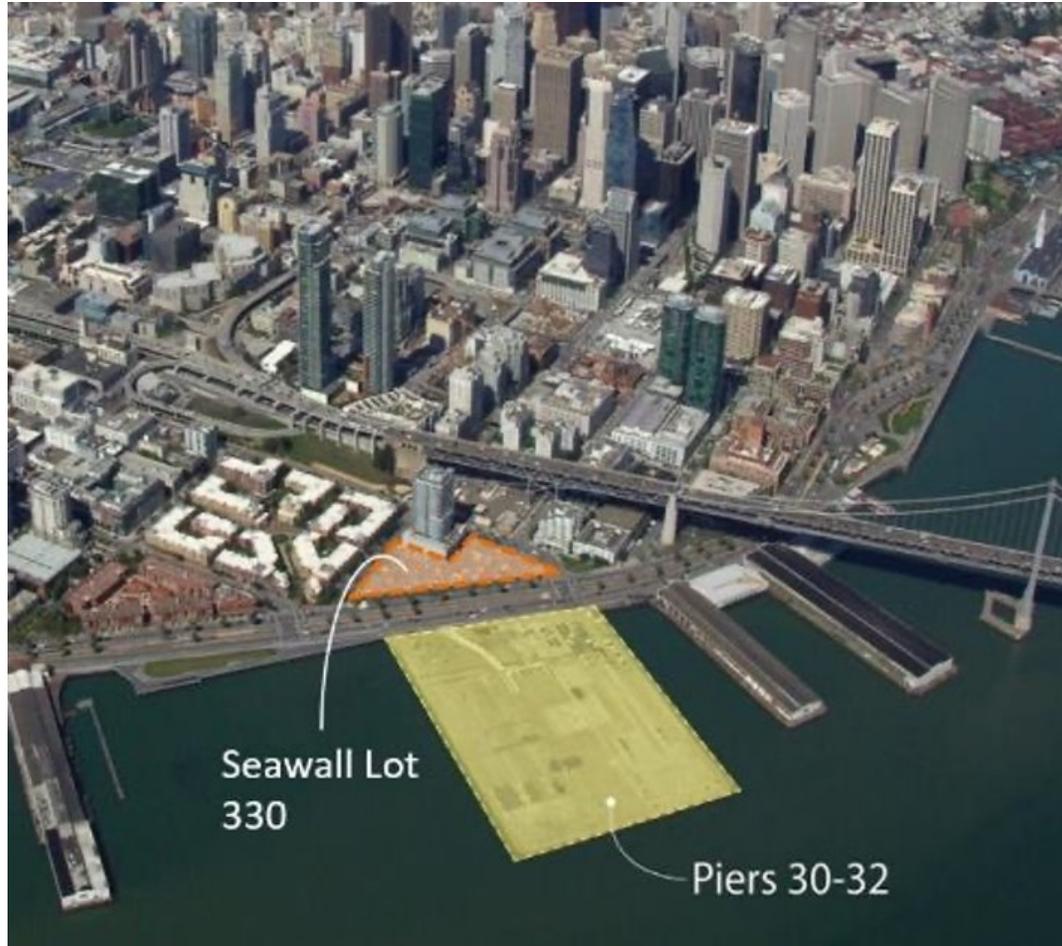
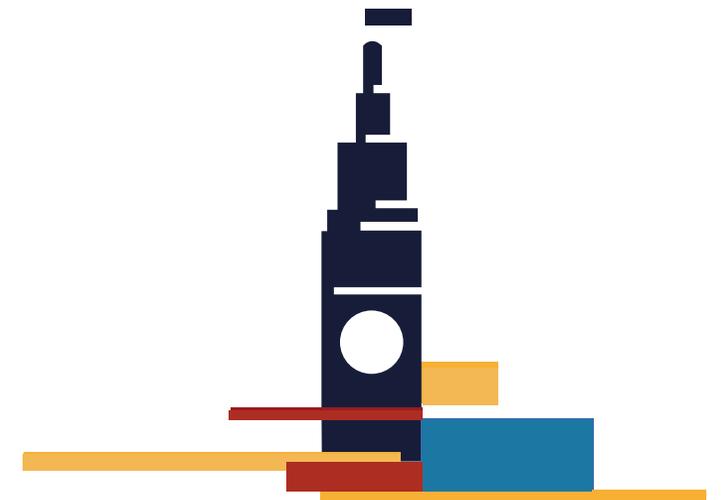


Piers 30-32 & SWL 330 Community Workshop



November 17, 2021



Development Offering

Piers 30-32

- 13 acres (574,000 sf) of vacant deck surface
- 625 feet by 950 feet
- M-2 (industrial mixed-use) zoning
- Substructure condition limits use to 1000 parking spaces
- Deep-water berth
- Excludes Red's Java House

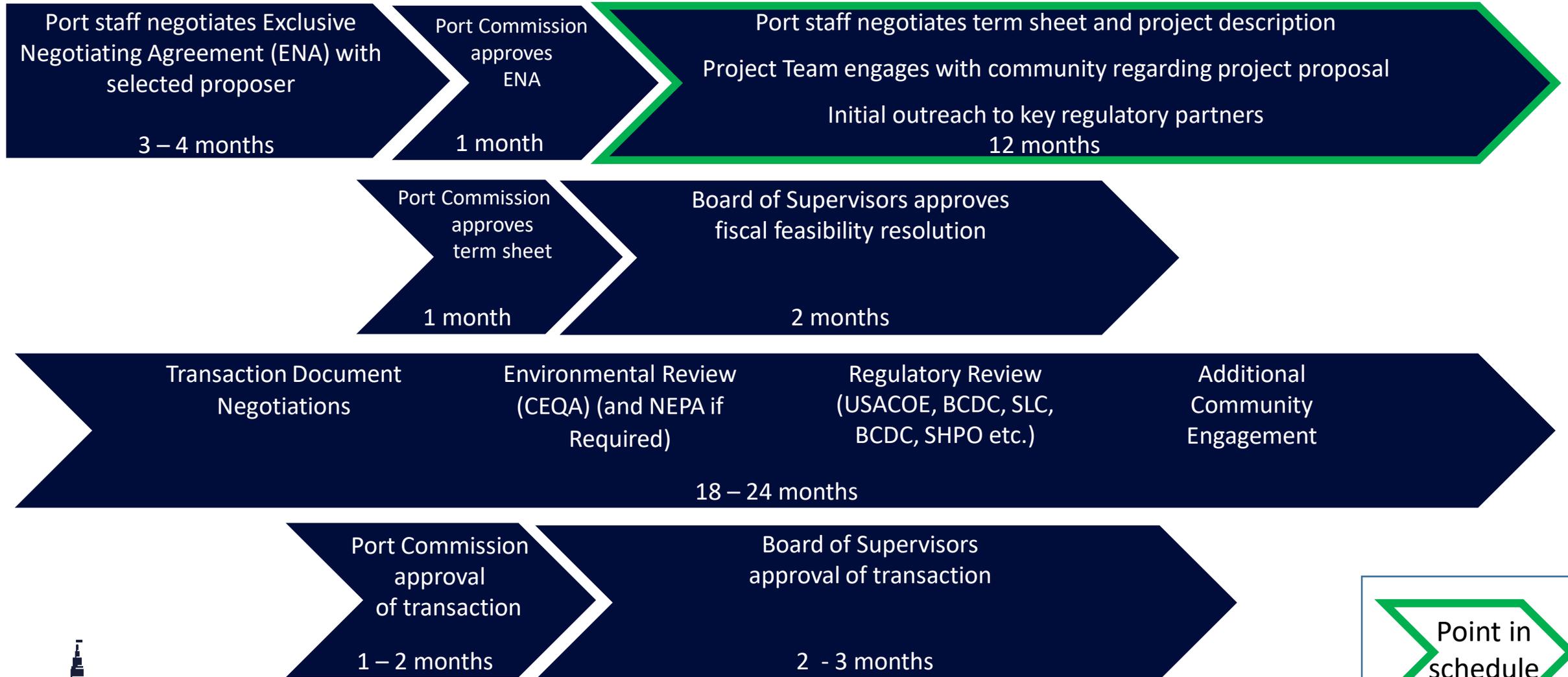
SWL 330

- 2.3 acres (101,000 sf) vacant lot
- SB-DTR (residential) zoning
- 47,000 sf used for temporary Navigation Center
- 289 parking spaces on rest of lot

RFP Process: Schedule

- Feb 3, 2020 - RFP Issued
- June 26, 2020 - Submittal Deadline Extended Three “Responsive” Proposals advanced to Scoring Panel
- July 21 – Aug 13, 2020 - Scoring Panel Convened
- Sept 8, 2020 - Port Commission Informational Hearing Scoring Results & Proposal Overviews
- Sept 16, 2020 - Northern Advisory Committee presentation
- Sept 17, 2020 - Maritime Commerce Advisory Committee presentation
- Sept 22, 2020 – Port Commission Authorizes Port Staff to initiate ENA negotiations with Strada-TCC the highest scoring respondent
- Feb 9, 2021 – Port Commission Authorization to Enter ENA with Strada-TCC
- March 17, 2021 – Project Overview Northern Advisory Committee
- April 2021 – Now - Coordination with BCDC and SLC

DEVELOPMENT PROCESS TIMELINE



Background



Waterfront Plan Update

- Emphasis on Bringing Diverse Users to the Waterfront
- Mix of Publicly Oriented/Revenue Generating Uses
- RFP Shaped by Waterfront Plan's 9 Portwide Goals
- South Beach Subarea Goals and Acceptable Land Uses

Resilience Program

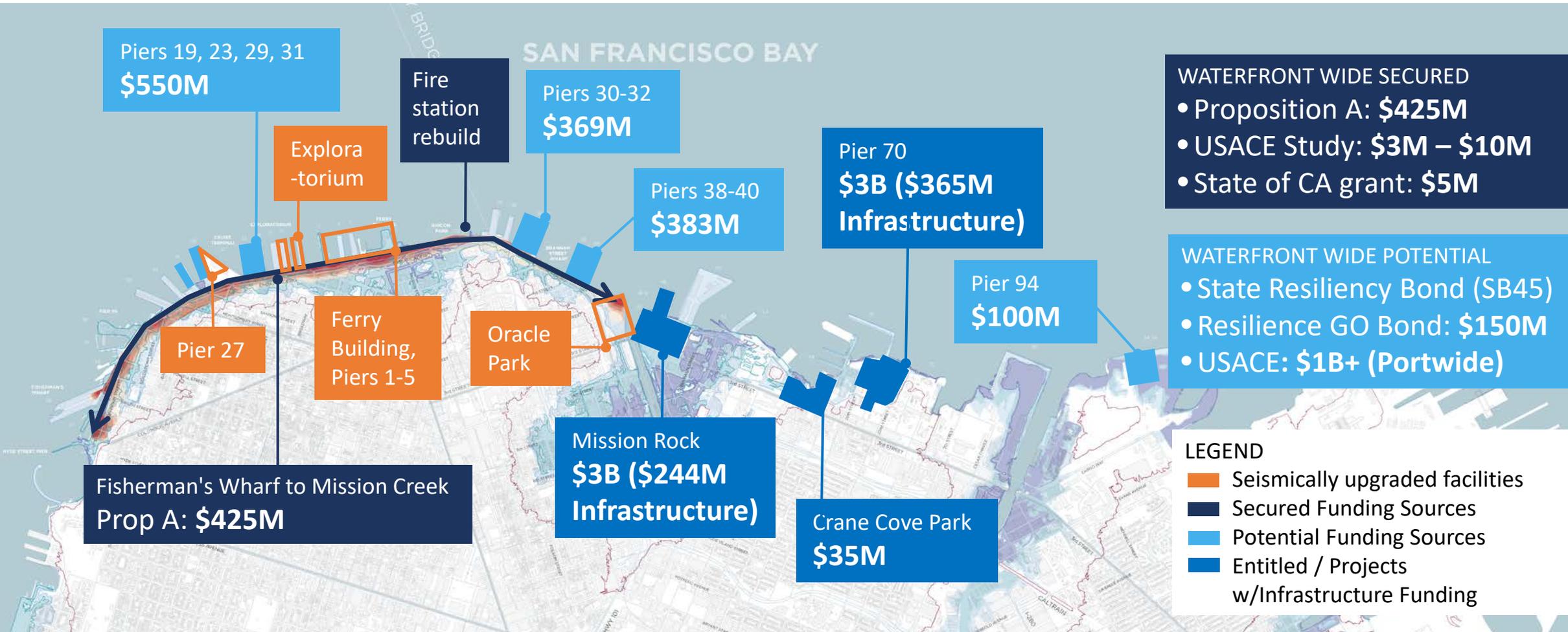
- Seawall Program
- USACOE Flood Study

Community Values to Guide RFP

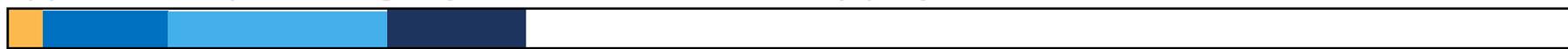
- CWAG, NEWAG, MCAC
- South Beach/Rincon/Mission Bay

PORTWIDE RESILIENCE NEEDS

Funding Sources and Projects



Approximate percentage of shoreline addressed by projects



0

7.5 miles

Community Outreach on Piers 30-32 & SWL 330

#	Date	Part	Topic
1	5/19/15		Port Commission- Working Group Formation & Public Process
2	9/22/15		Port Commission- Waterfront Plan Process and Schedule
3	10/19/15	1	Vision Workshop
4	11/17/15	1	WLUP Overview and Planning Process
5	1/13/16	1	Governance and Regulatory Framework
6	2/10/16	1	Maritime and Water Dependent Uses
7	3/9/16	1	Budget and Financial Process
8	3/23/16	1	Sea Level Rise and Adaptation
9	4/13/16	1	Seawall and Seismic
10	4/27/16	1	Historic Resources and Pier Conditions
1112	5/11/16	1	Real Estate Leasing and Asset Management
131415	6/1/16	1	Urban Design and Open space
16	7/6/16	1	Transportation
17	8/9/16	1	Port Commission Report on Part 1 process
18	8/17/16	1	CWAG- Status Report on Plan update
19	9/15/16	1	Port Strategic Plan and 10-year Capital Plan
20	9/31/17	1	SWAC- Status Report on Plan update
21	10/26/16	1	Draft Guiding Principles
22	11/2/16	2	Resilience sub-committee- Sustainability
23	11/16/16	2	Land Use sub-committee- meeting Plan and Piers 80-96 Maritime
24	11/9/16	2	Transportation sub-committee- Water Transit and Goods Movement
25	11/30/16	2	Resilience sub-committee- Disaster Response
26	12/7/16	2	Transportation sub-committee- Land Transit, Pedestrian and Bike
27	12/14/16	2	LU sub-cmte- Water recreation, berthing public access
28	1/18/17	2	LU sub-cmte- Water recreation, berthing public access
29	1/25/17	2	Transportation sub-committee- Parking and Curb Use
30	2/1/17	2	Resilience sub-committee- Environmental Sustainability
31	2/8/17	2	LU sub-cmte- Water recreation, berthing public access, Parks
32	2/22/17	2	Working Group Sub-Cmte Reports
33	3/1/17	2	Resilience sub-committee- Resilience Workshop
34	3/15/17	2	LU sub-cmte- Development Projects
35	3/22/17	2	LU sub-cmte Development and Leasing Financial Models
36	3/29/17	2	Resilience sub-committee- Policy Development
37	4/12/17	2	LU sub-cmte Open Space and Economic Models

38	4/19/17	2	Resilience sub-committee- Social Equity
39	5/3/17	2	Transportation sub-committee- Policy Development
40	5/10/17	2	LU sub-cmte Leasing and Historic Pier Economic Model
41	5/24/17	2	LU sub-cmte Embarcadero Historic District Development-Leasing
42	5/31/17	2	LU sub-cmte Embarcadero H. District Development-Leasing
43	6/7/17	2	LU sub-cmte Embarcadero H. District Development-Public Uses
44	6/21/17	2	LU sub-cmte Embarcadero H. District Development-Public Use & SWL
45	7/12/17	2	LU sub-cmte Development and Leasing Public Process
46	7/20/17	2	LU sub-cmte Development and Leasing Public Process
47	9/19/17	2	Working Group Part 2 Recommendations
48	10/3/17	2	Working Group Part 2 Recommendations
49	10/25/17	2	Working Group Part 2 Recommendations- Final
50	12/4/17	2	CWAG - Status Report on Plan update
51	1/10/18	2	CWAG - Status Report on Plan update
52	2/20/18	2	NEWAG - Status Report on Plan update
53	2/27/18	2	Port Commission- Report on Part 2 Recommendations
54	4/10/18	2	Port Commission Report on Land Use Recommendations
55	4/17/18	3	Public Realm Workshop
56	5/2/18	3	Piers 30/32 & SWL 330 Workshop
57	5/8/18	2	Port Commission Report on Resilience Recommendations
58	4/13/18	3	Northeast Waterfront Public Real Walkshop
59	4/6/18	3	South Beach Public Public Realm Walkshop
60	6/12/18	2	Port Commission Report on Transportation Recommendations
61	8/14/18	2	Port Commission Report on Part 3 Recommendations
62	5/14/19	3	Port Commission- Report on Draft Plan Publication
63	7/17/16	3	CWAG-NEWAG Report on Draft Plan
64	7/24/19	3	SWAC Report on Draft Plan Update
65	9/10/19	3	Port Commission Report on Public Comments Received
66	12/10/19	3	Port Commission- Proposed Plan edits- from public comments

Total Meetings
to Date:

66

Piers 30-32/SWL
330 Covered:

45

Community Values

Common to Piers 30-32 & SWL 330

Funding and Economics

- Balance revenue with public access.
- Maintain the public realm over the long term.

Urban Design

- Support high-quality urban design.
- Promote site authenticity and sense of place.

General Land Use

- Support a diverse, accessible and viable waterfront.
- Consider traffic impacts of land use choices.

General Sustainability

- environmental/emission goals

Transportation

- Prioritize safety.
- Prioritize sustainability & serving all users.
- Manage transportation demand and congestion

Unique to Piers 30-32

Berthing and Berthing Access

- Provide for deep-water berthing and related access needs.

Land Use and Urban Design

- Provide public Open Space/wildlife viewing access areas.
- Support the Embarcadero Historic District.

Sustainability

- Generate sustainable energy on site (solar, wind & tidal).

Museum/Arts/Cultural Center

- Support Cultural Center that is site-aware
- Ensure Cultural Center that draws a diverse public

Unique to SWL 330

Ground Floor/Public Realm

- Enliven the pedestrian experience & serve the neighborhood.

Housing

- Emphasize Housing at SWL 330 as “good neighbor”.

Hotel

- Consider Hotel for revenue, with managed transportation demand.

NORTHERN ADVISORY COMMITTEE PRESENTATION

PIERS 30-32 & SEAWALL LOT 330

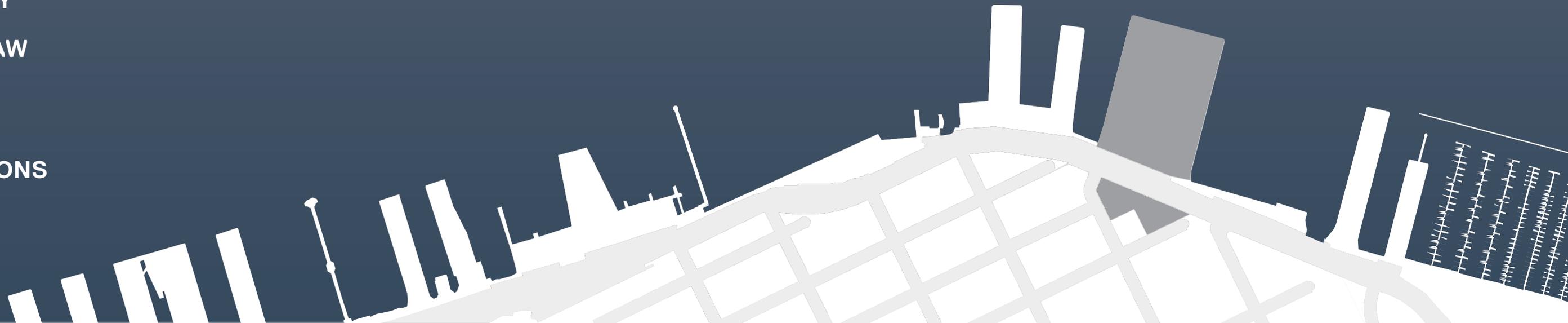
NOVEMBER 17TH, 2021

STRADA

TRAMMELL
CROW
COMPANY

GRIMSHAW

JAMES
CORNER
FIELD
OPERATIONS



Presentation Overview

1. Process Update
2. Project Recap
3. Day in the Life



1. Process Update

2. Project Recap

3. Day in the Life



MEETINGS TO DATE

February 9, 2021 – Port Commission approval of ENA

March 17, 2021 – NAC presentation

May 6, 2021 – BCDC Commission hearing

June 17, 2021 – BCDC Commission hearing

Staff-level meeting with BCDC/SLC/Port:

- July 8, 2021
- August 26, 2021
- September 16, 2021
- October 6, 2021
- October 28, 2021

Stakeholder Outreach:

Pool: Pacific Swimming, Pacific Masters Swimming, Water World Swim, SF Aquatic Foundation

Kayaking: Bay Area Sea Kayakers (BASK), Kayaks Unlimited, SF Bay Area Water Trail

Maritime: Red & White Fleet, Port Maritime Staff

BCDC & STATE LANDS COMMISSION ISSUES

1. The Balance between the Public Trust Benefits vs. the General Office use does not seem appropriate
2. Does the site layout (building massing) and organization attract or invite the general public to the project - is it going to be a successful destination that achieves the project's public access objectives?
 - a. Is the configuration of the public access appropriate and an attraction?
 - b. Are there enough ground floor public amenities to attract people to and throughout the project?
3. Do the Pool and water recreation uses serve regional users and are they equitable?
4. Do existing policies allow the pier to be reconstructed vs. repaired?

ADDITIONAL STAKEHOLDERS

POOL

- Pool temperature and visibility of pool bottom are critical to encouraging new swimmers
- Lack of large publicly-accessible swimming pools in Bay Area
- Huge pent-up demand for additional swim facilities for competition, recreation, and learn-to-swim
- Support facilities such as restrooms, showers, and lockers are critical to attract swimmers

KAYAK

- Fantastic location as both a kayak launch and destination
- Logistics support kayak launch (loading zone, nearby parking, no 90-degree turns, practice pools)

SWL 330

- Informal conversations indicate excitement about high quality design but concerns over placement of building massing

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY
-----	-----	-----	-----	-----	-----	-----	-----

PROJECT DESIGN AND INFORMATION

NORTHERN ADVISORY COMMITTEE

OPEN DESIGN CHARRETTE #1:
VISION AND GOALS, PUBLIC ACCESS AND PUBLIC REALM



WEEKLY OFFICE HOURS : SESSIONS 1-5
RETAIL / KAYAKING / SWIMMING / MARITIME USE / BAY ECOLOGY



OPEN DESIGN CHARRETTE #2:
RESILLIENCE AND MARITIME OPERATIONS



WEEKLY OFFICE HOURS : SESSIONS 6-12
ECONOMIC FEASIBILITY / PIER CONSTRUCTION / SMALL BUSINESS / JOBS / BAY EDUCATION



OPEN DESIGN CHARRETTE #3:
SEAWALL LOT DEVELOPMENT



WEEKLY OFFICE HOURS : AS REQUIRED



PIERS 30-32

COMMUNITY ENGAGEMENT PLAN OVERVIEW

1. Process Update
- 2. Project Recap**
3. Day in the Life



Strada/TCC Proposal

375,000 SF Office on Pier

25,000 SF of Restaurants
on Pier

6 acres of Pier Removed

850 Units on SWL 330

Tishman Speyer Proposal

520,000 SF Office on Pier

168,000 SF Retail/PDR Space

0 acres of Pier Removed

449 Residential Units on
SWL 330

Vornado Proposal

850,000 SF Office on Pier

150,000 SF Retail on Pier

0 acres of Pier Removed

360 Residential Units on
SWL 330

PIERS 30-32 & SEAWALL 330

THREE QUALIFIED RESPONSES



PIERS 30-32 & SEAWALL 330
OUR VISION



CRISSY FIELD

SOUTH BEACH

EAST BEACH

MARINA GREEN

FORT MASON CENTER

AQUATIC PARK

PIER 45 FISHERMAN WHARF

PIER 39

PIER 35
ALCATRAZ FERRY

PIER 27
CRUISE TERMINAL

PIER 23
CAFE RESTAURANT & BAR

PIER 15
EXPLORATORIUM

PIER 7 VISTA

PIER 3
FERRY BUILDING

RINCON PARK

PIER 30-32

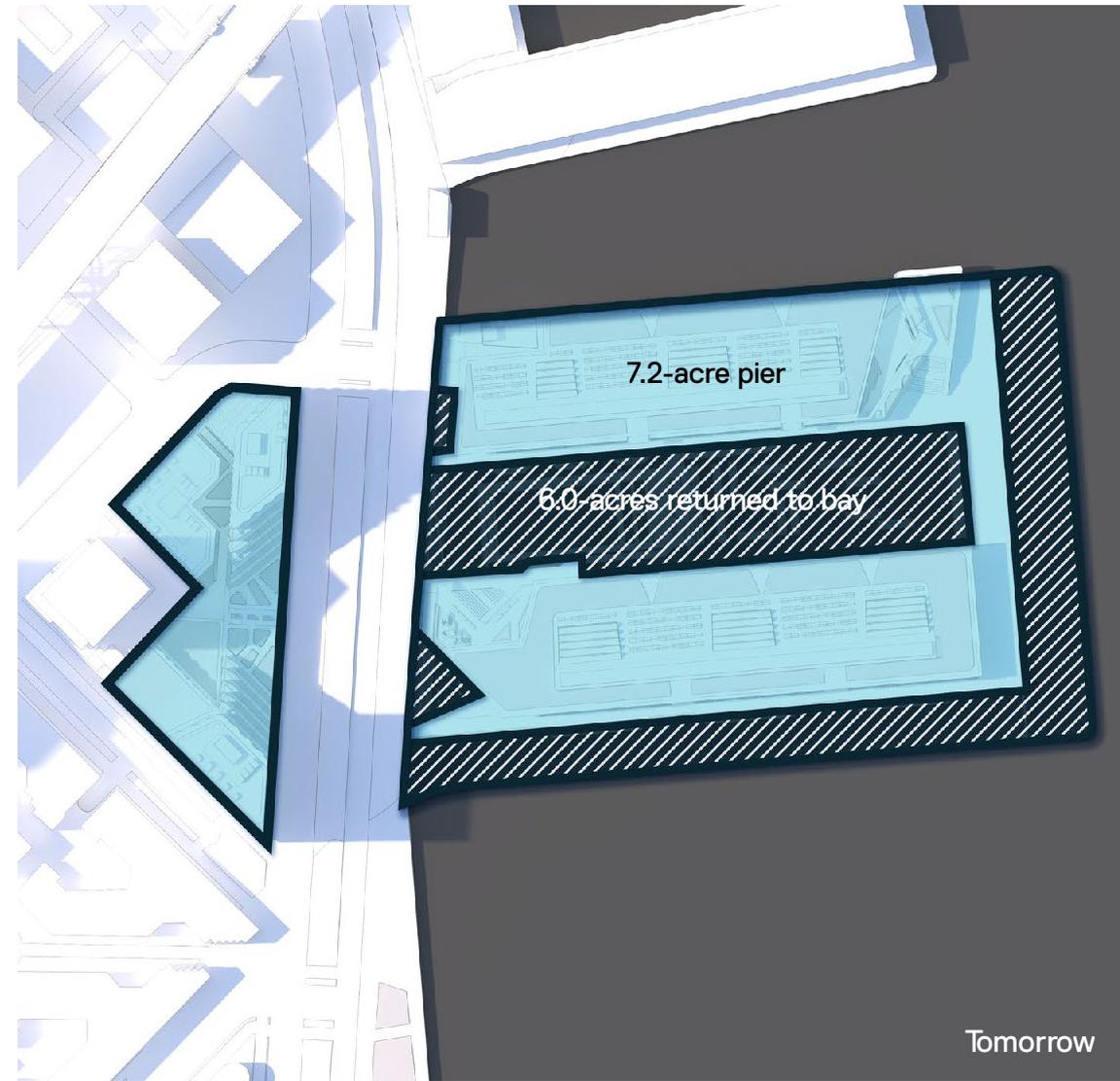
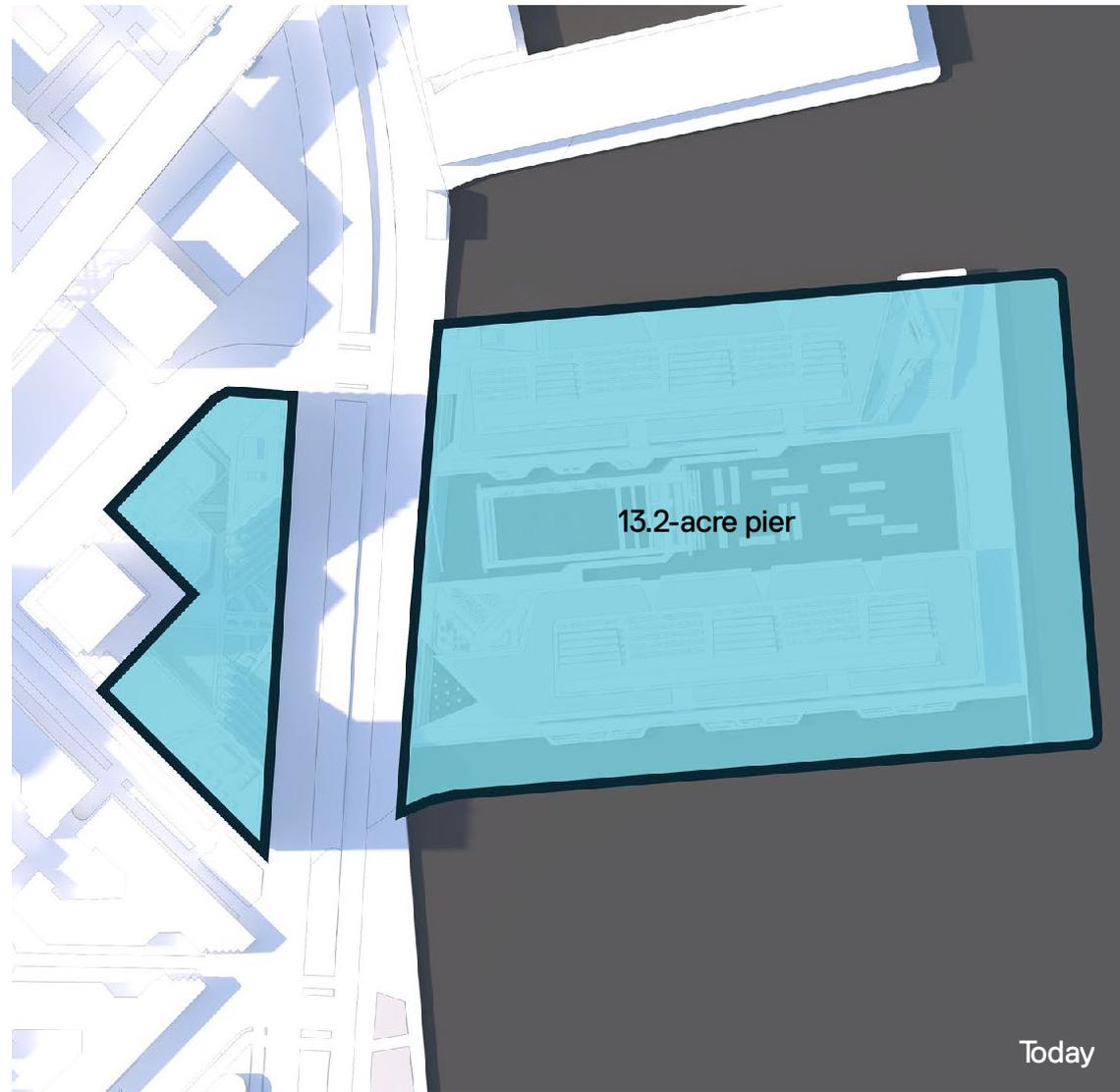
SOUTH BEACH MARINA

ORACLE PARK

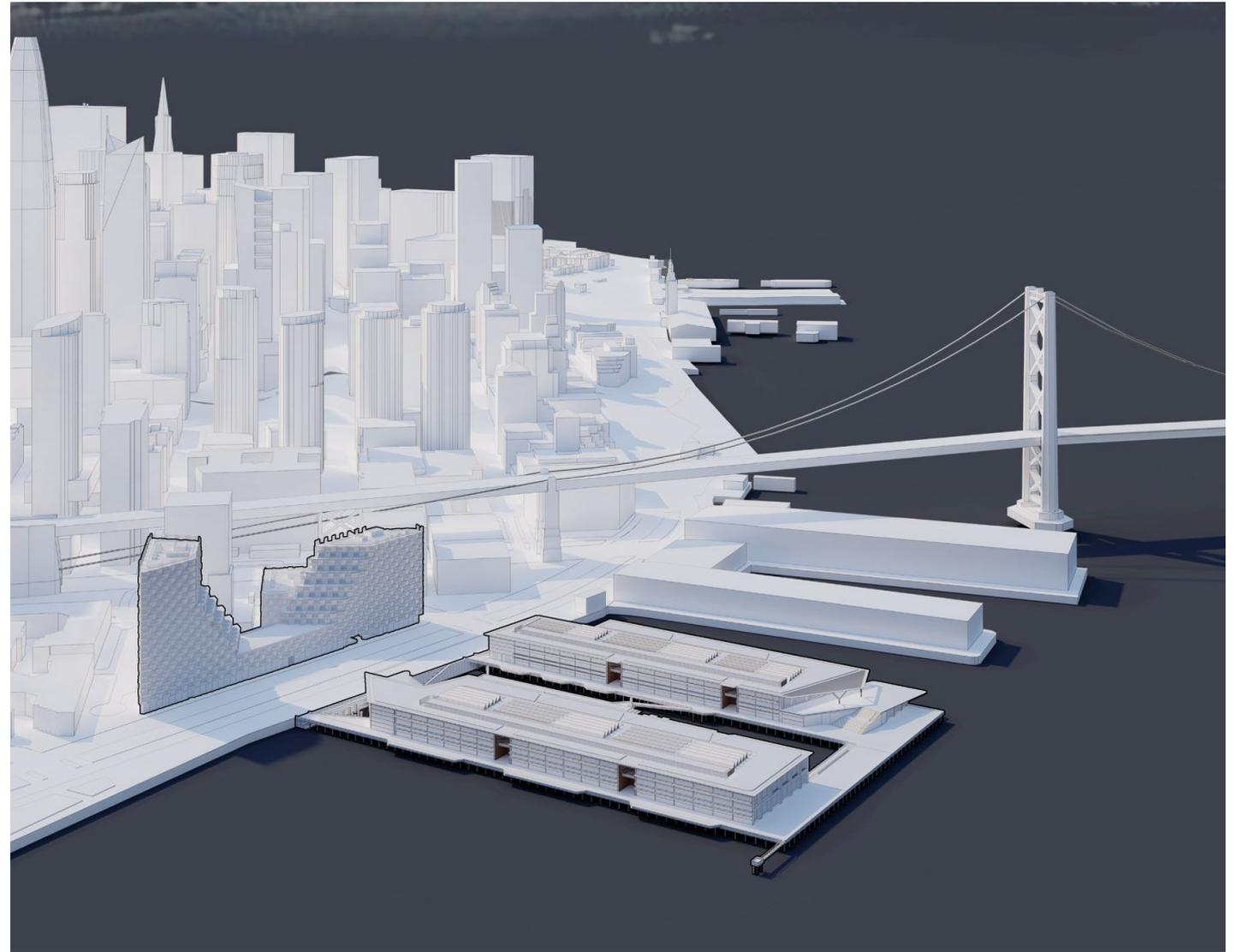
CHASE CENTER AND BAY FRONT PARK

CRANE COVE PARK

PIERS 30-32 & SEAWALL 330
STRING OF PEARLS



PIERS 30-32 & SEAWALL 330
REPLACEMENT PIERS



PIERS 30-32 & SEAWALL 330

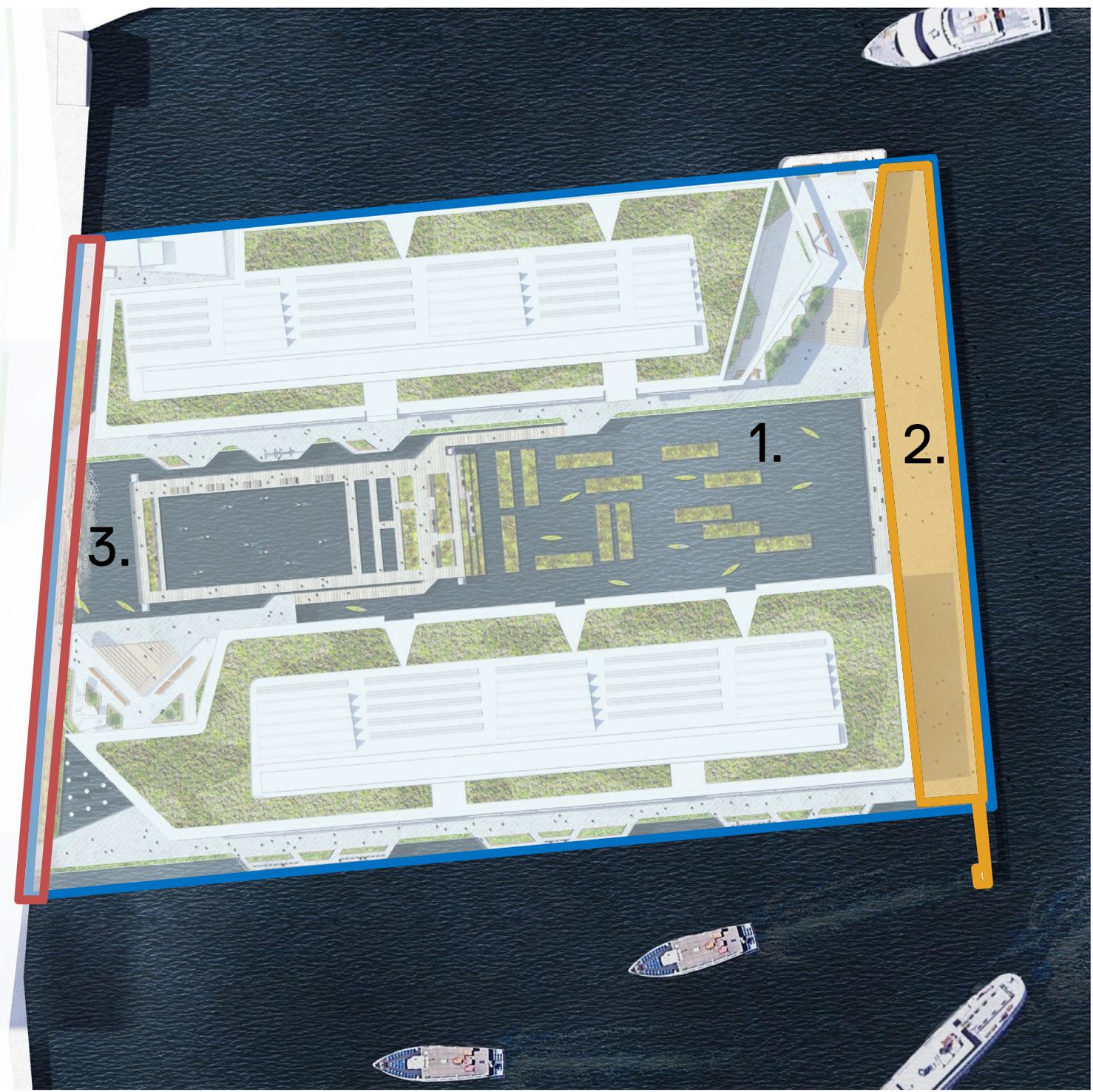
HISTORIC PIERS CONSTRUCTION

Grounded in Precedent	375,000 SF Office Program Mirrors AB 1389 and Historic Finger Pier Configuration
Minimizes Pier Footprint	Replacement Pier Removes 6 Acres of Bay Fill
Maximizes Trust Benefits	3.8 Acres of Public Access and Maritime Uses
Fulfills Port Objectives	\$325M in Revenue & \$369M of Resiliency Investment
Balances Uses	208 Affordable Units (25%) 642 Market Rate Units (75%)

1. Overall Pier Redevelopment

2. East Deep Berth

3. Seawall Enhancement

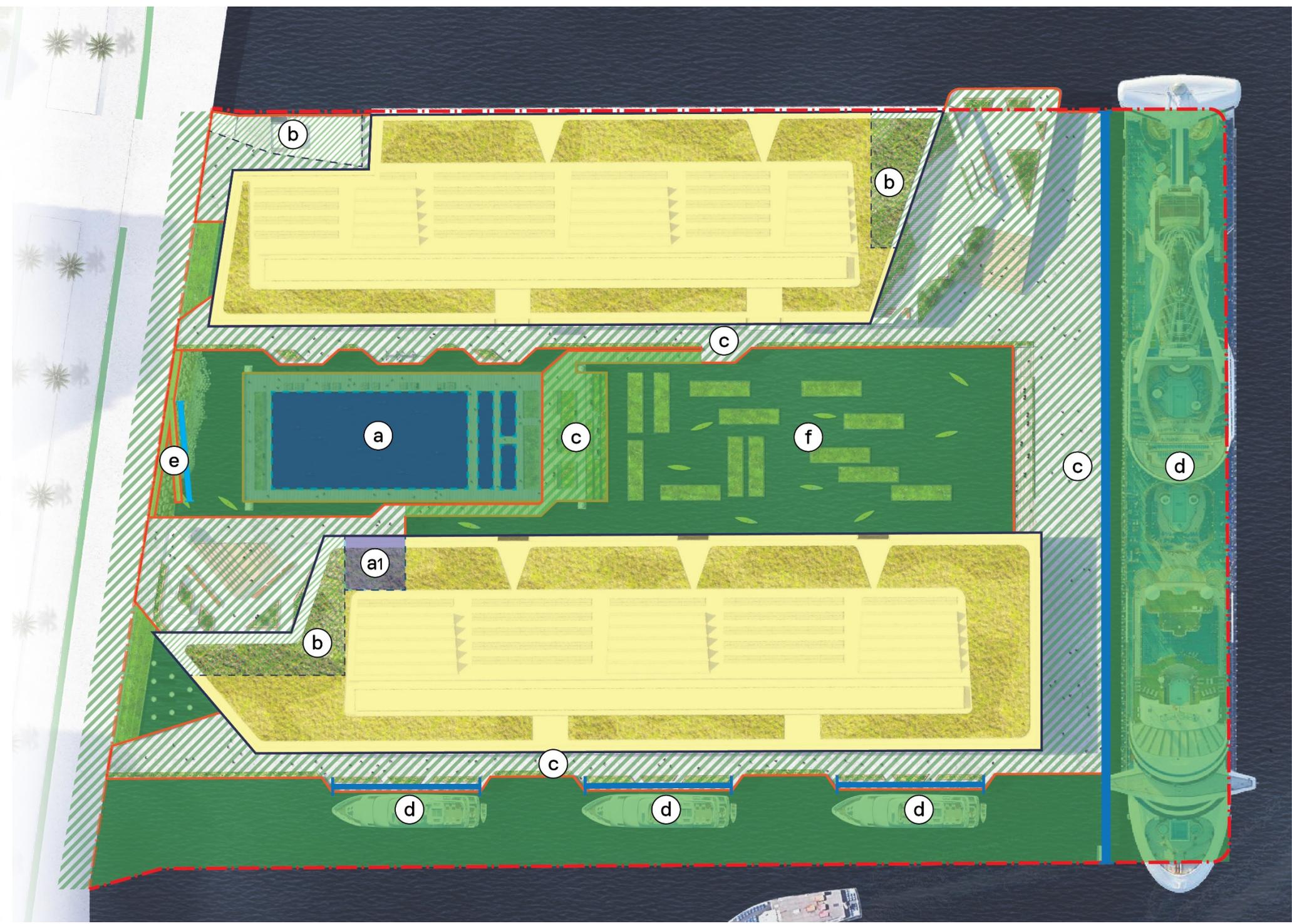


PIERS 30-32 & SEAWALL 330

\$369M IN RESILIENCY INVESTMENT

- a - Pool
- a1 - Pool Support
- b - Retail
- c - Public Access
- d - Berthing
- e - Human Powered Boating
- f - Habitat

Existing Pier Area	13.2 acre	
Fill Removed Pier	6 acre	
Public Access Traditional Trust Area	3.8 acre	
Office Footprint	4.2 acre	
Linear Feet Berthing	625 ft	
Human Powered Boating		
Swimming Pool		

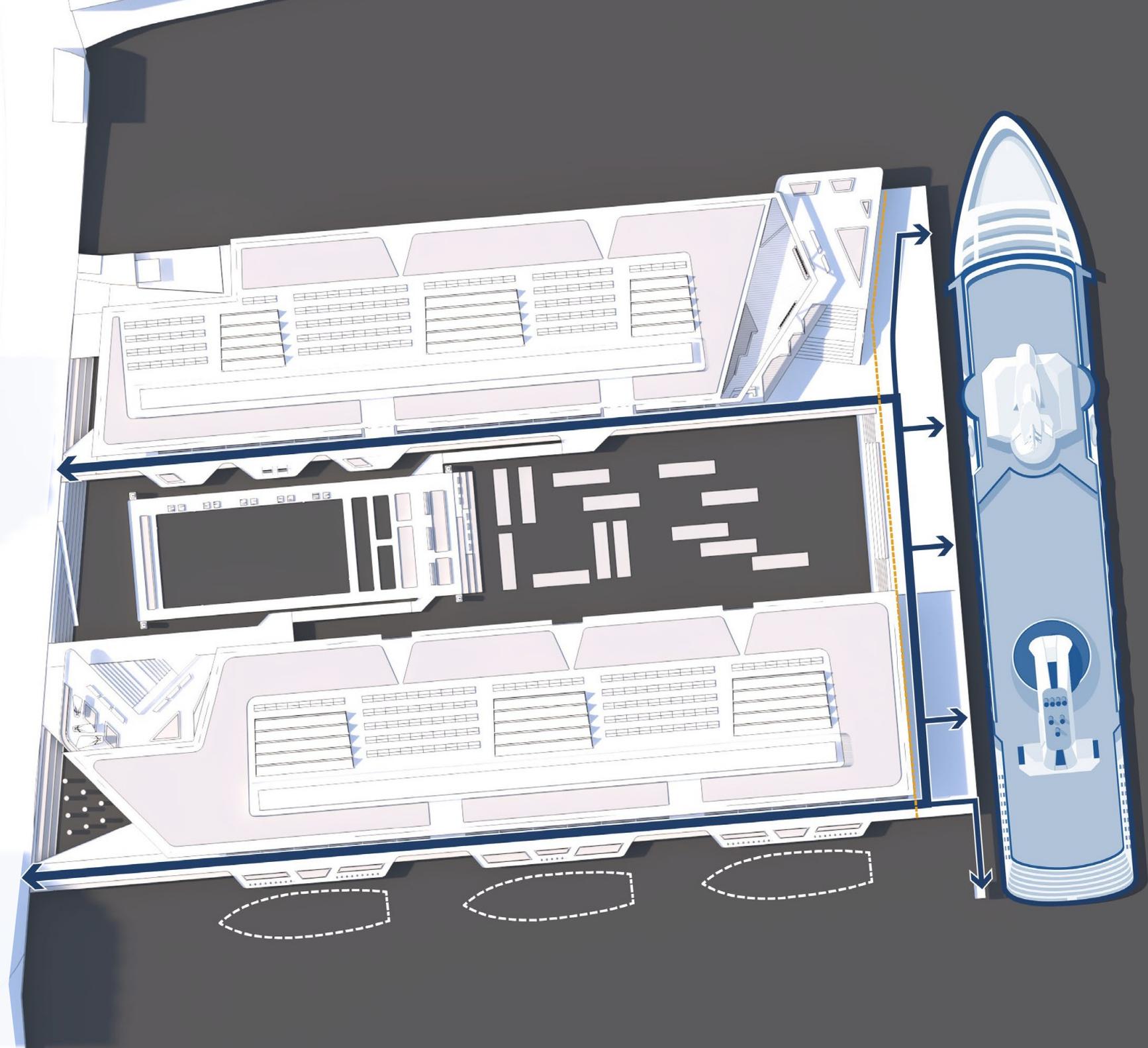


PIERS 30-32 & SEAWALL 330

OVERALL PIER REDEVELOPMENT SUMMARY

Summary of East Berth Benefits:

- Paid for by project without reliance on Port Harbor Fund revenues
- Self-scouring deep-water berth avoids ongoing costs and negative environmental impacts associated with dredging
- Provides tertiary berth for Cruise Ships
- Provides berth for larger ceremonial ships and for Fleet Week
- Serves as key logistics hub for emergency response situations

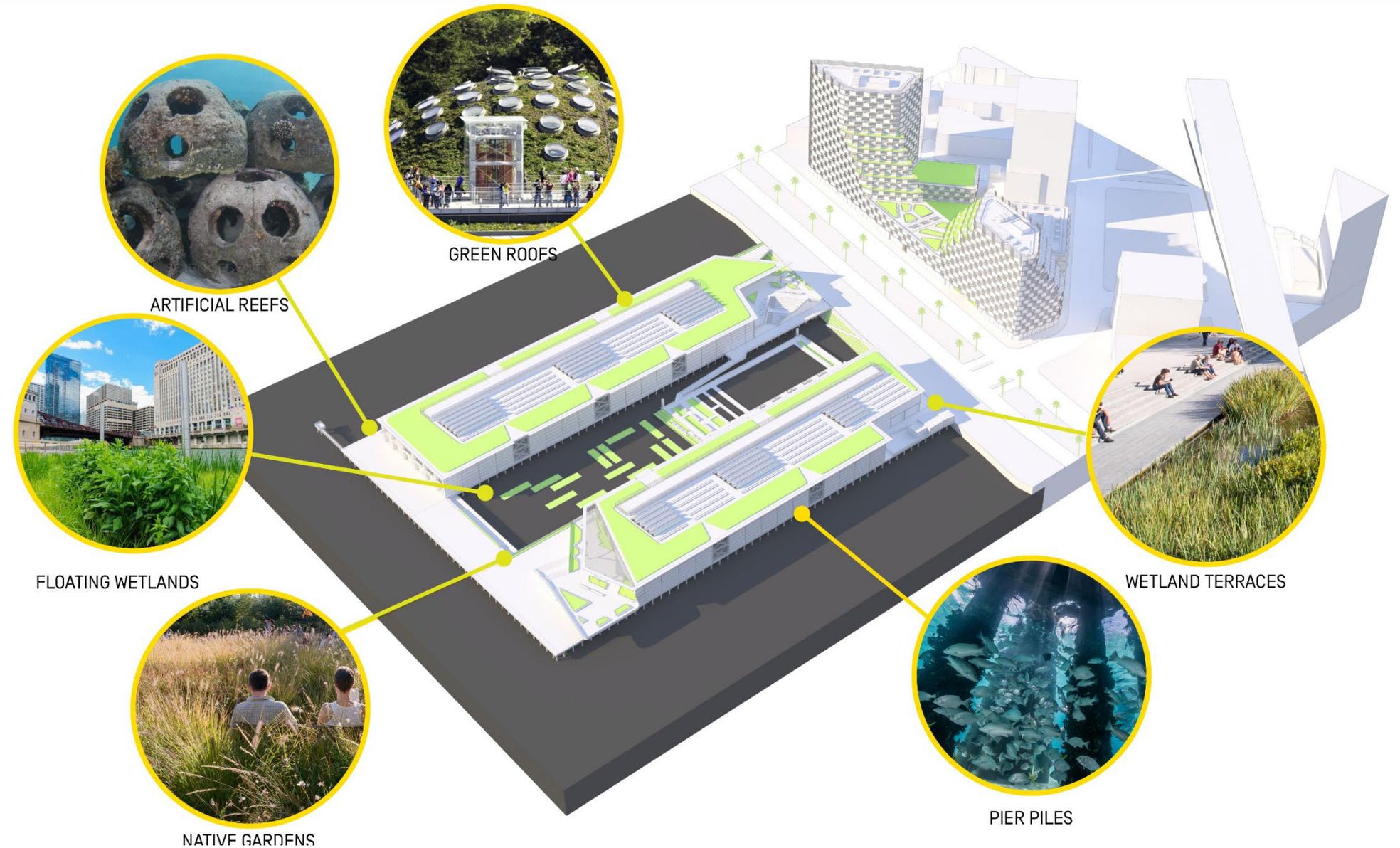


PIERS 30-32 & SEAWALL 330

DEEP WATER BERTH

Summary of Environmental Benefits:

- Pier removal (6 acres & reduced number of piles with proposed new construction)
- Stormwater improvements
- Green roof & native gardens
- Ecological improvements and habitat creation via the integration of floating wetlands with native species, pier piles and artificial reefs



PIERS 30-32 & SEAWALL 330

ENVIRONMENTAL BENEFITS

1. Process Update
2. Project Recap
- 3. Day in the Life**

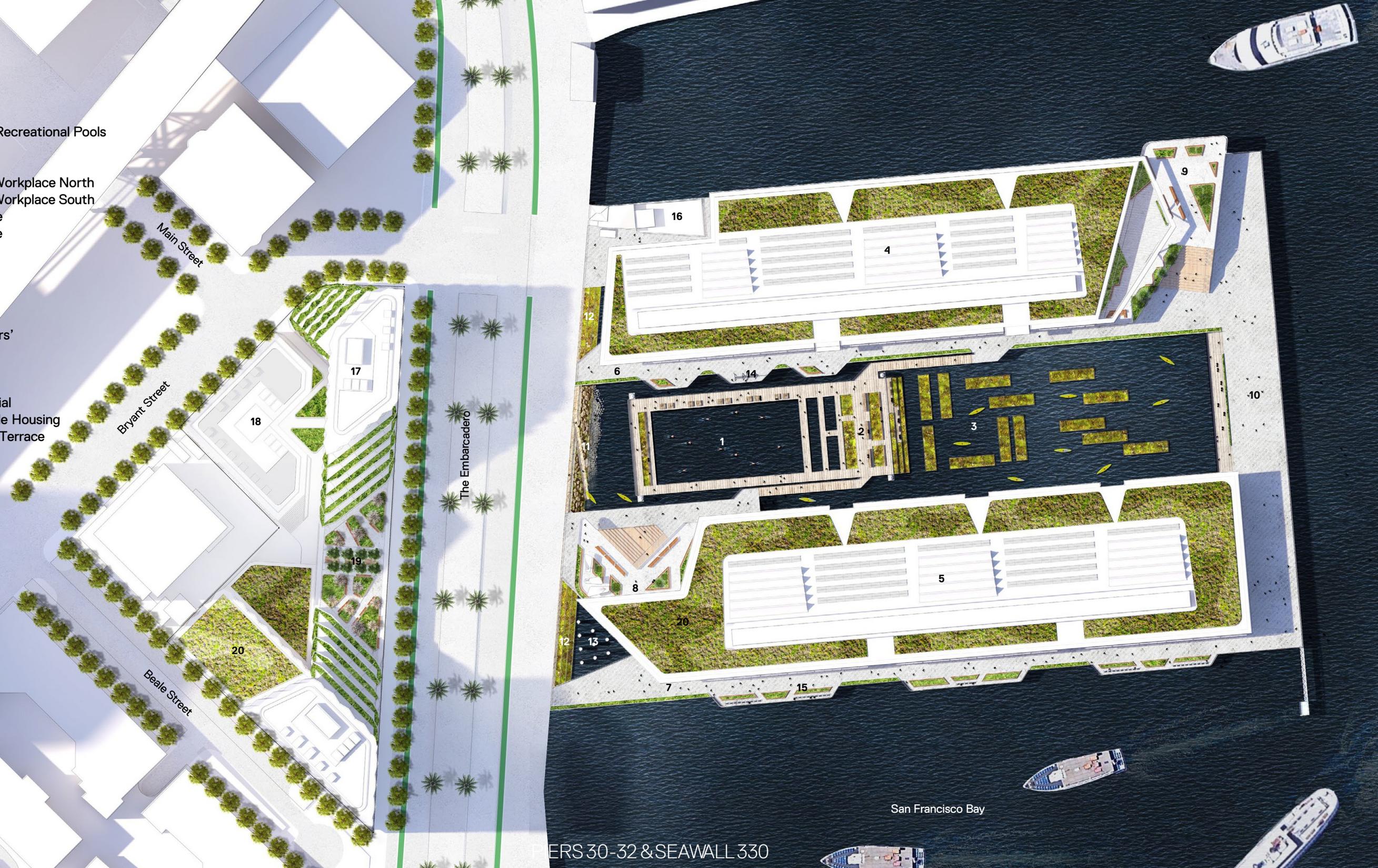




PIERS 30-32 & SE WA 330

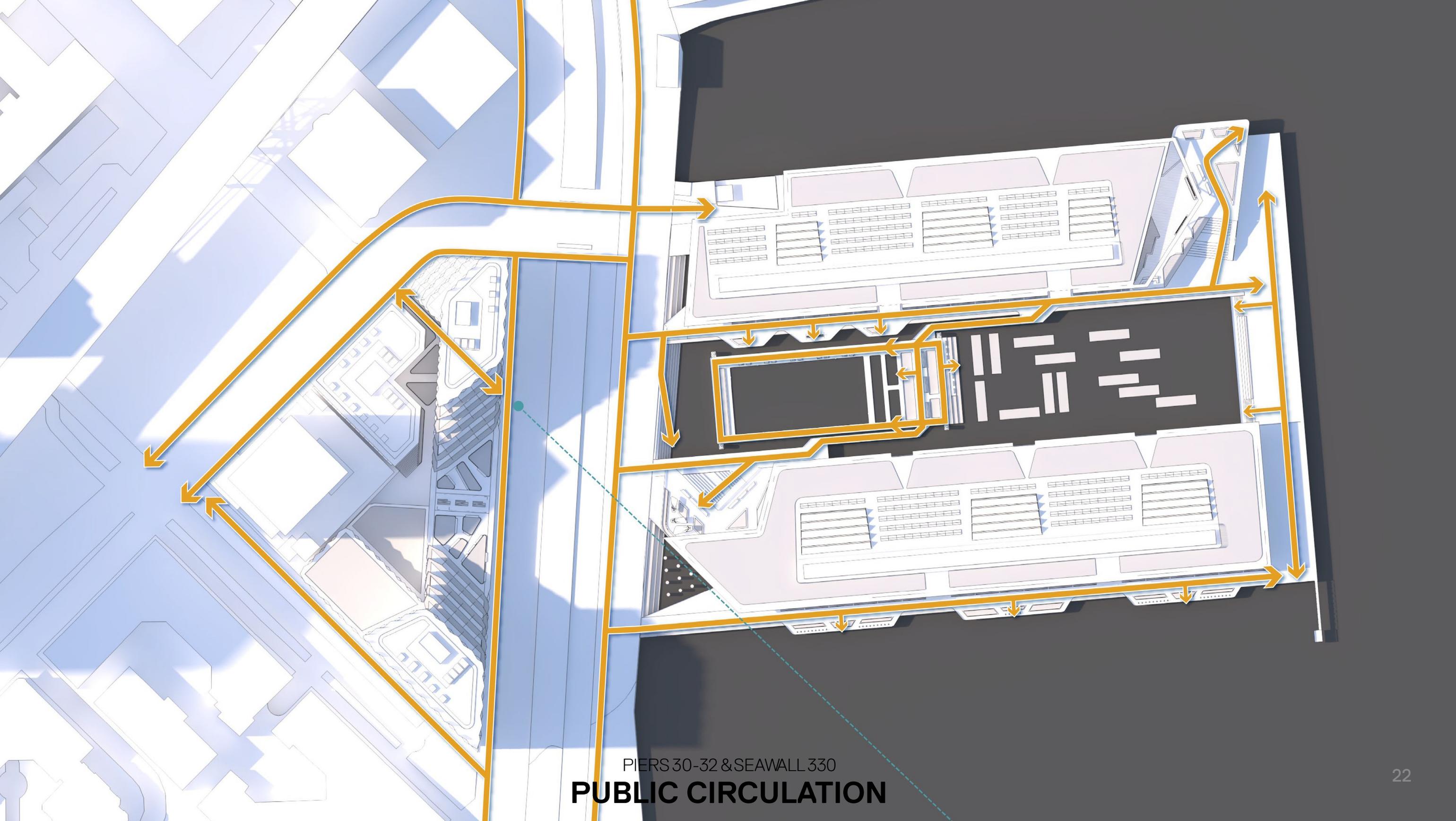
PIERS 30-32 DEVELOPMENT OVERVIEW

1. Aquatic Center & Recreational Pools
2. Pool Gardens
3. Floating Wetlands
4. Pier 30: Creative Workplace North
5. Pier 32: Creative Workplace South
6. Pier 30 Promenade
7. Pier 32 Promenade
8. The Bay Room
9. The Bridge Room
10. Deep Water Berth
11. Kayak Launch
12. Wetland Terraces
13. Living Pier 'E-collars'
14. Pool Overlooks
15. Fishing Overlooks
16. Red's Java House
17. SWL 330 Residential
18. SWL 330 Affordable Housing
19. SWL 330 Amenity Terrace
20. 20. Living Roof

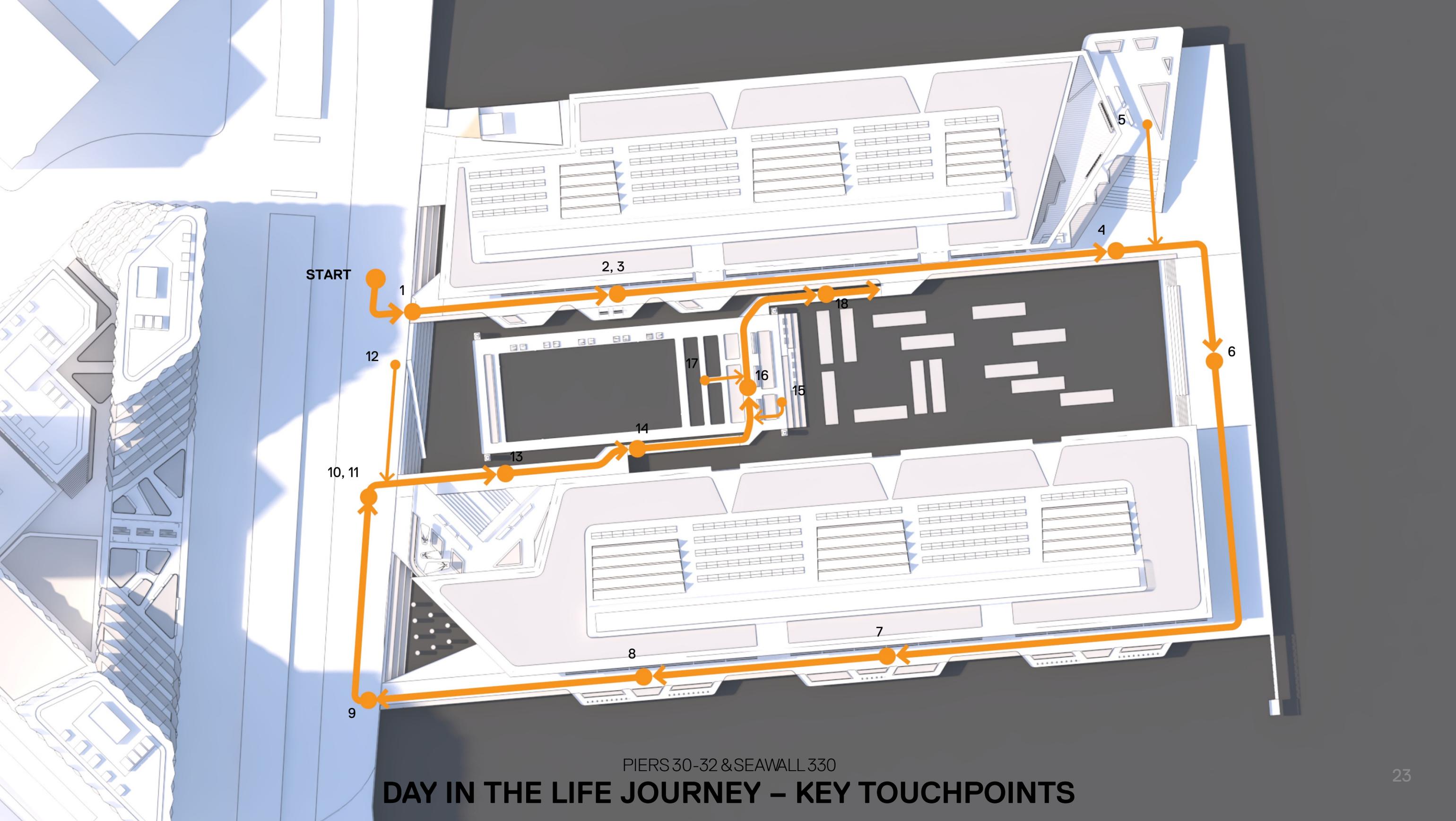


PIERS 30-32 & SEAWALL 330

DAY IN THE LIFE JOURNEY



PIERS 30-32 & SEAWALL 330
PUBLIC CIRCULATION



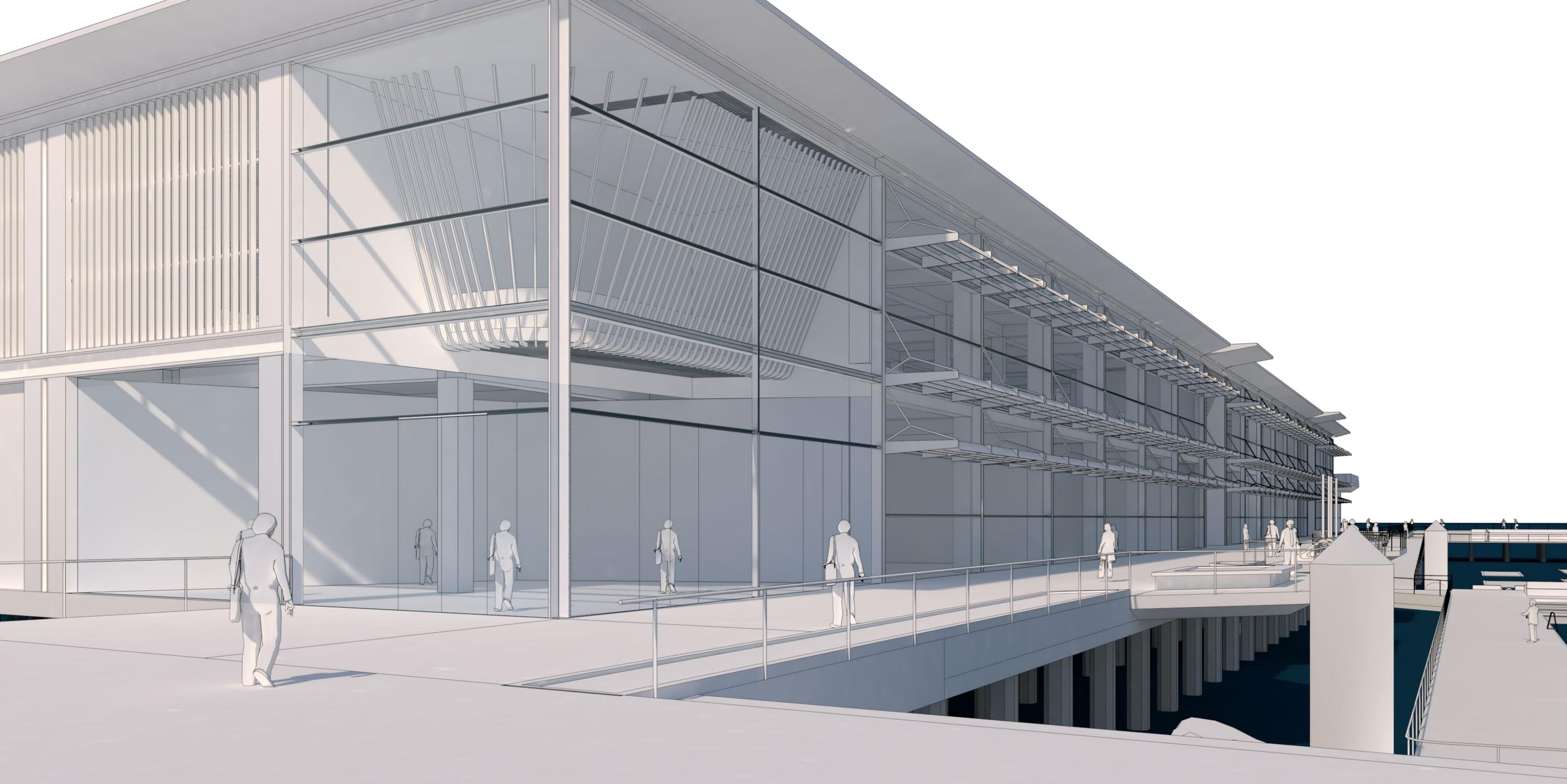
START

PIERS 30-32 & SEAWALL 330
DAY IN THE LIFE JOURNEY – KEY TOUCHPOINTS



PIERS 30-32 & SEAWALL 330

PIERS 30-32 DEVELOPMENT OVERVIEW



PIERS30-32
PIER 30 APPROACH



PIERS30-32
PIER 30 PROMENADE

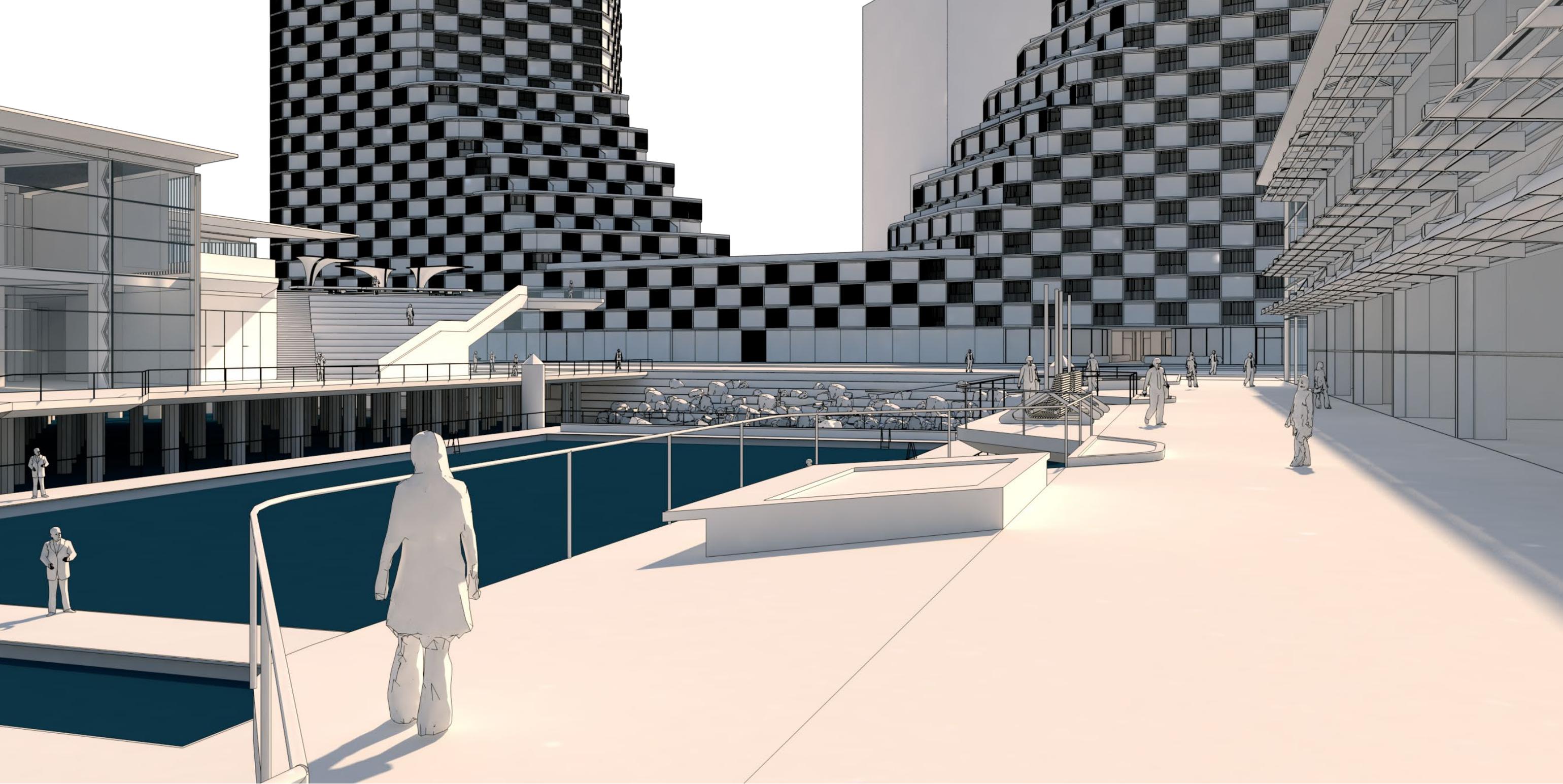


PIER 15 EXPLORATORIUM
PIERS 30-32 & SEAWALL 330
PIER 30-32 BUILDING

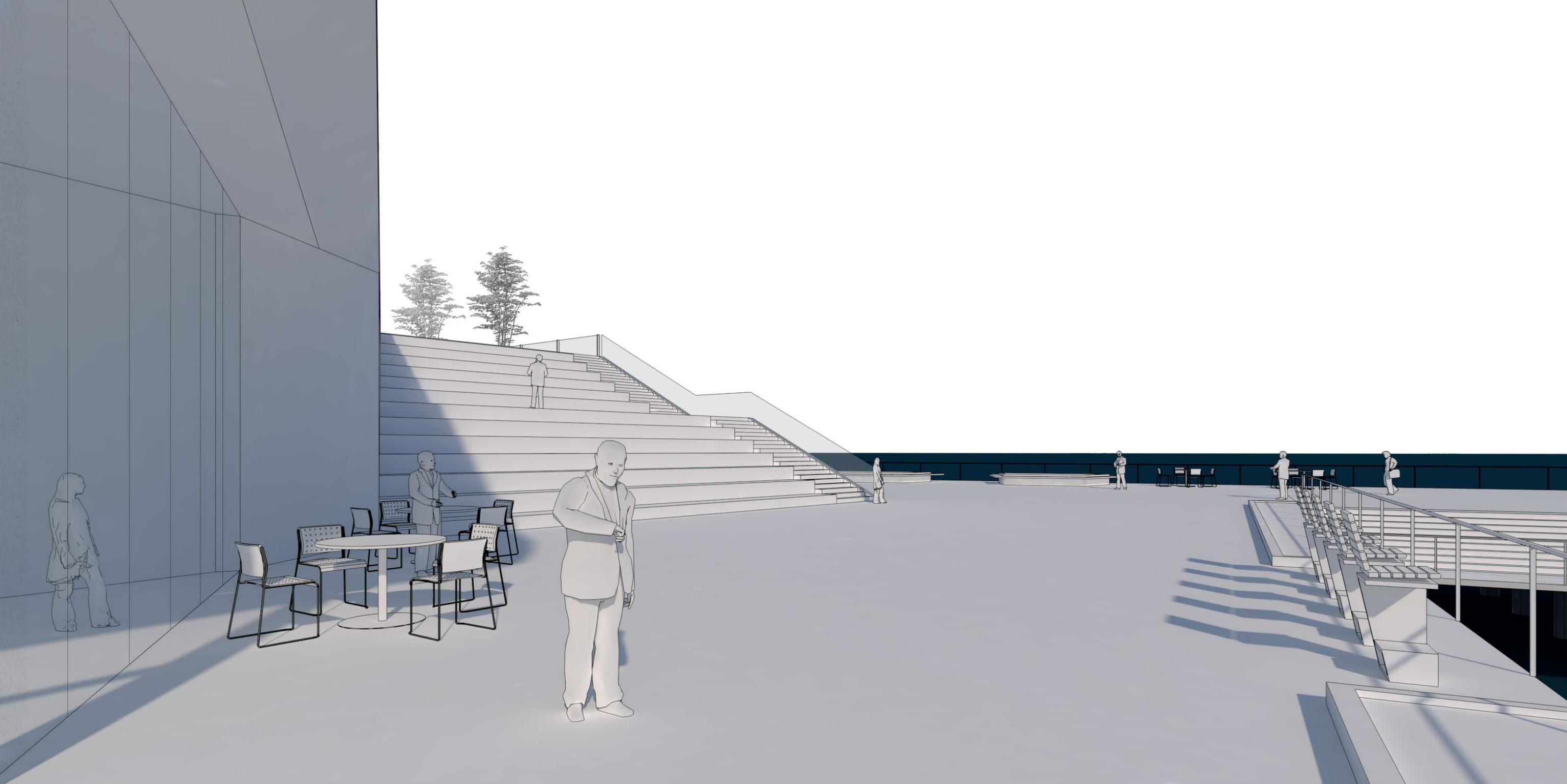


PIERS 30-32

PIER 30 PROMENADE



PIERS30-32
PIER 30 PROMENADE



PIERS 30-32

THE BRIDGE TERRACE APPROACH



PIERS30-32

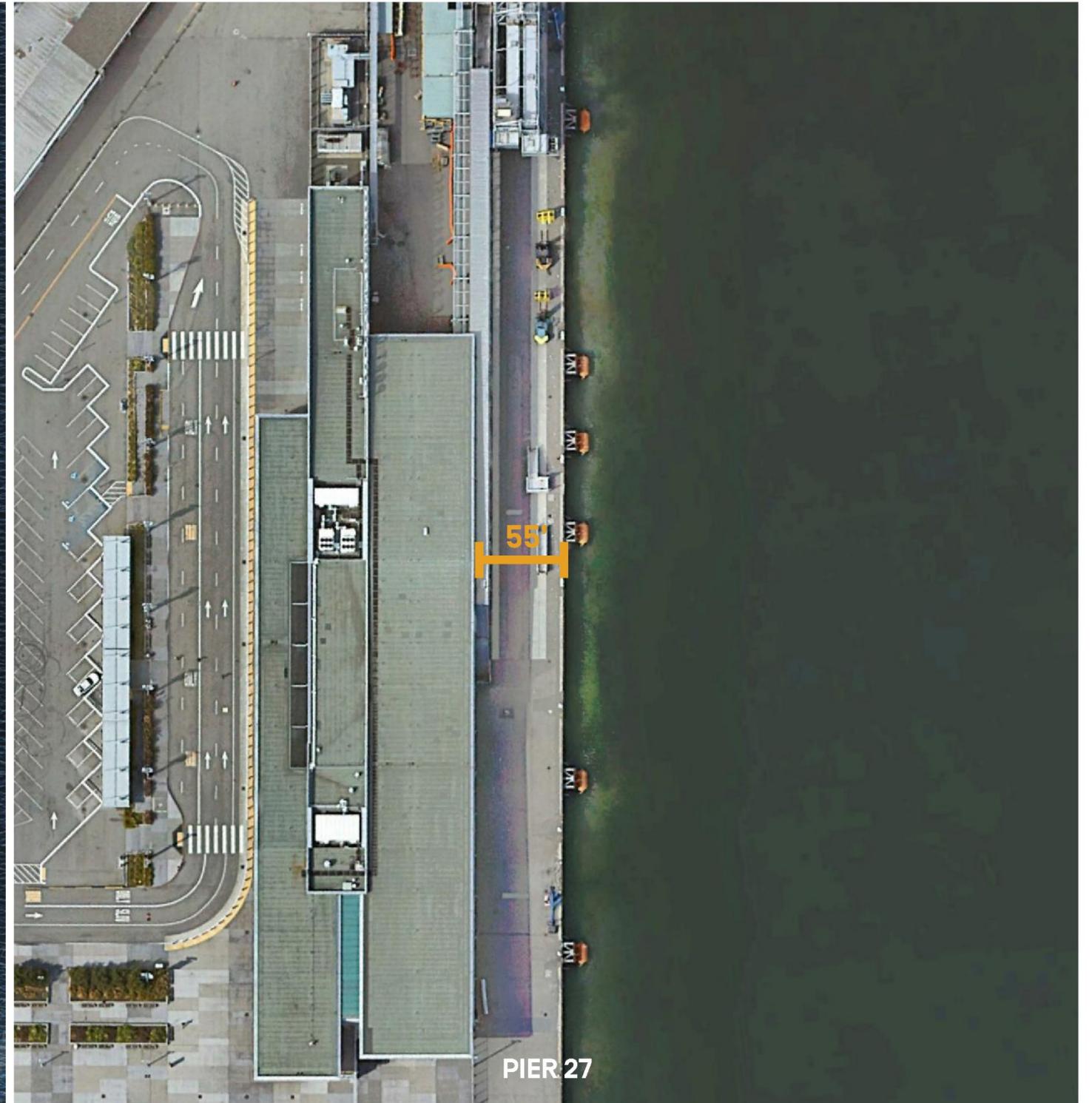
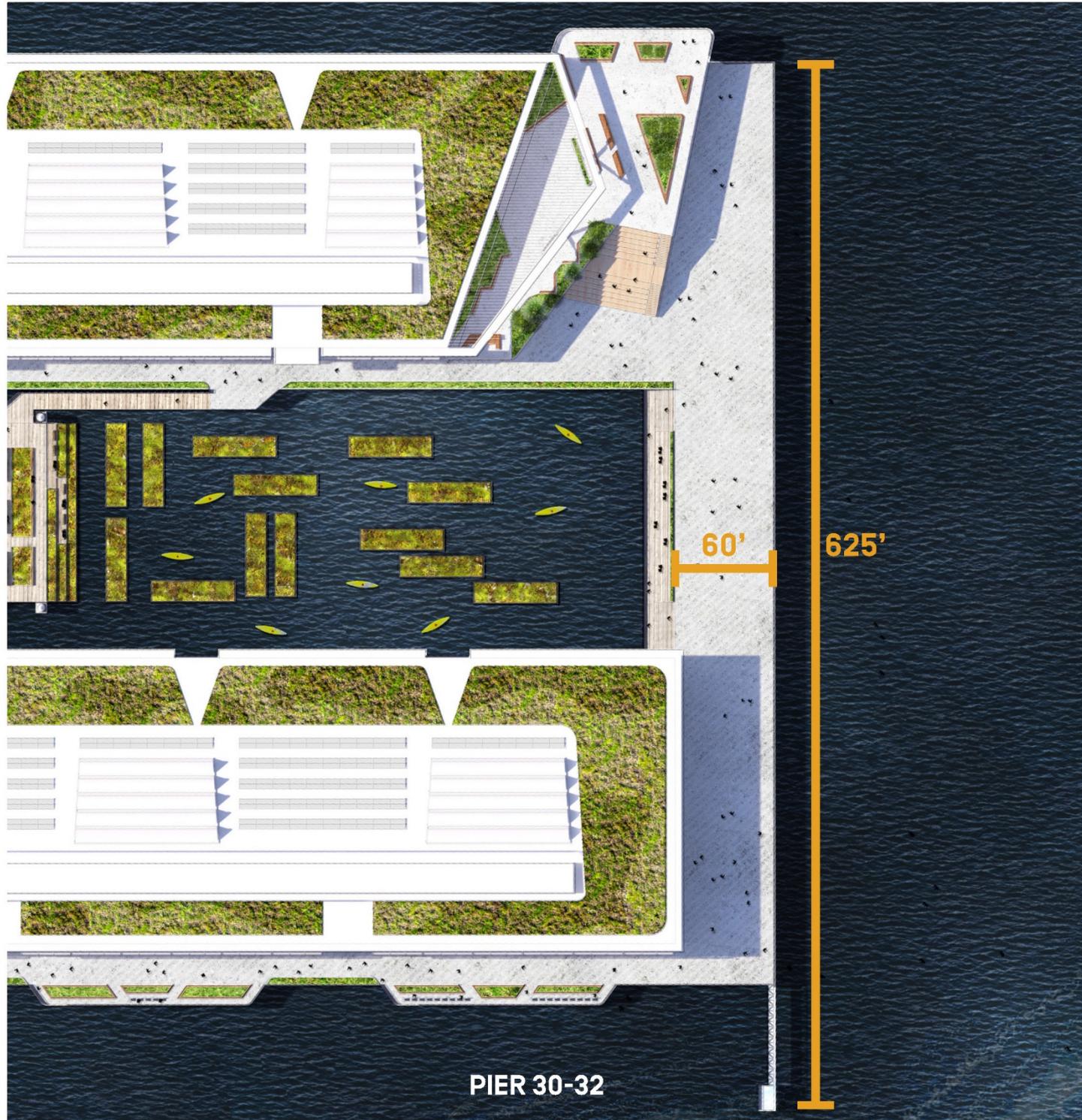
VIEW FROM THE BRIDGE TERRACE



PIERS 30-32
THE BRIDGE TERRACE



PIERS 30-32
EAST BERTH

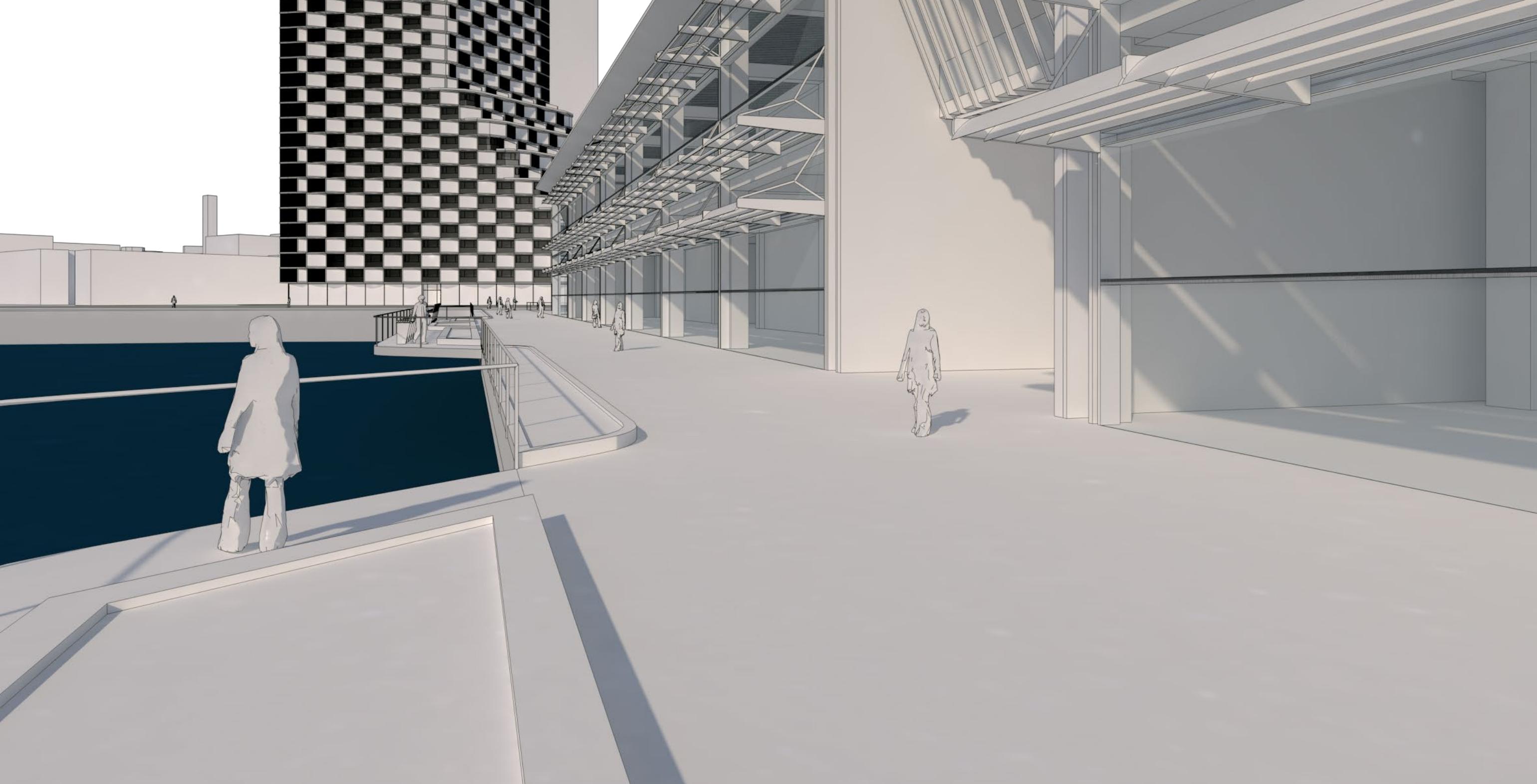


PIERS 30-32 & SEAWALL 330
DEEP WATER BERTH

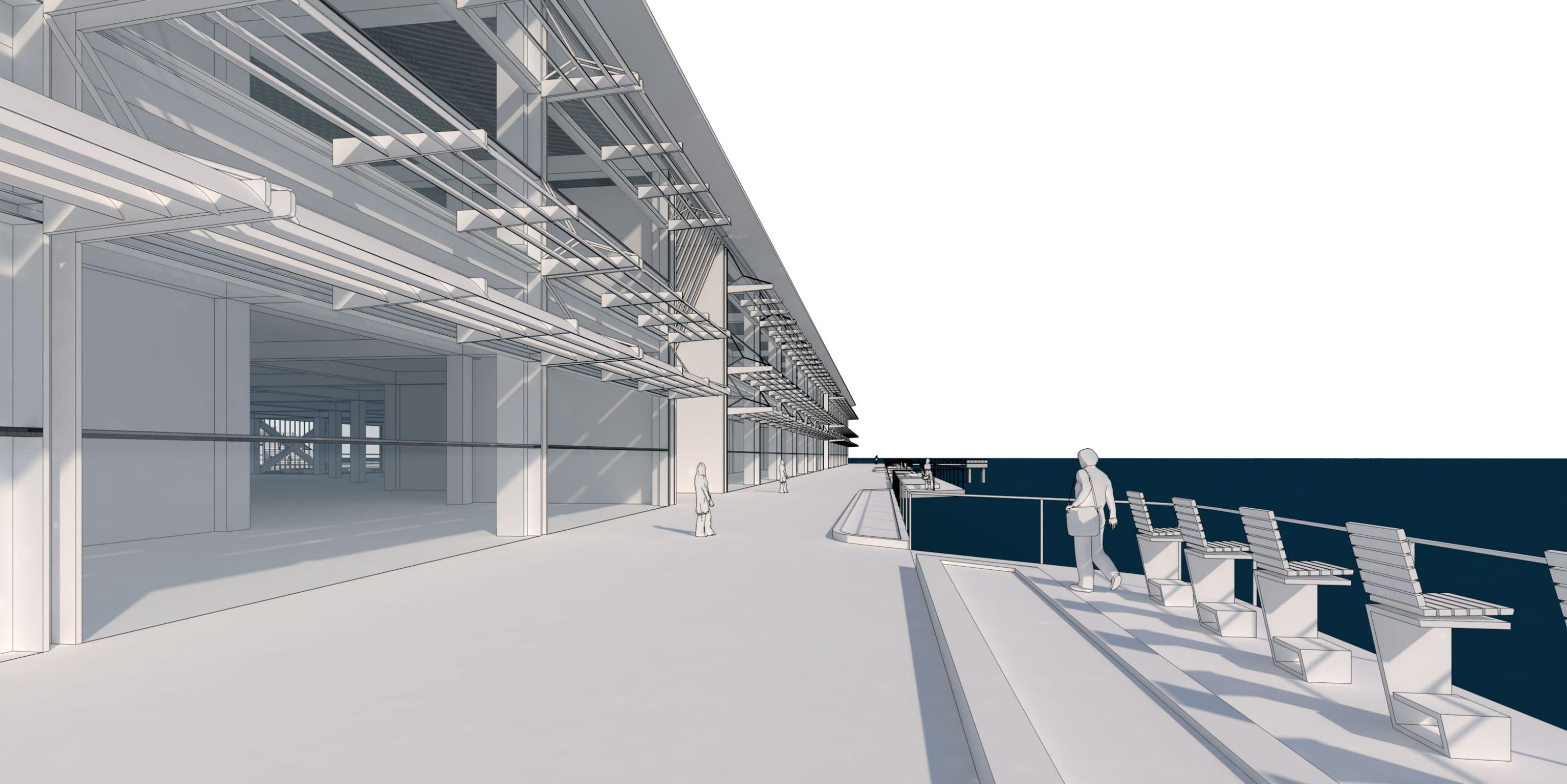


PIERS 30-32 & SEAWALL 330

THE WATER ROOM



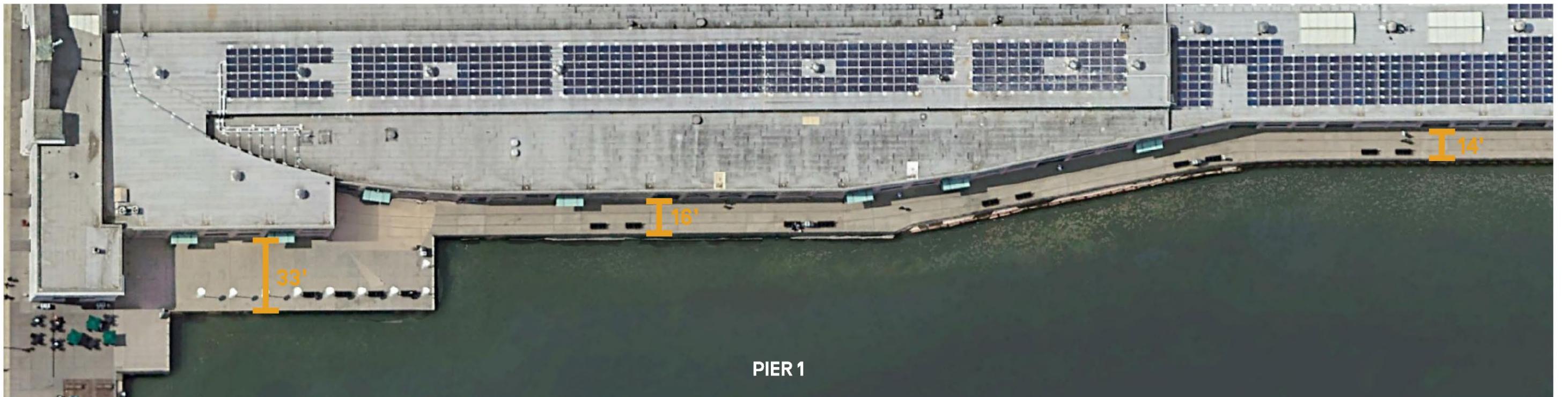
PIERS30-32
PIER 32 PROMENADE



PIERS30-32
PIER 32 PROMENADE



PIER 32 PROMENADE



PIER 1

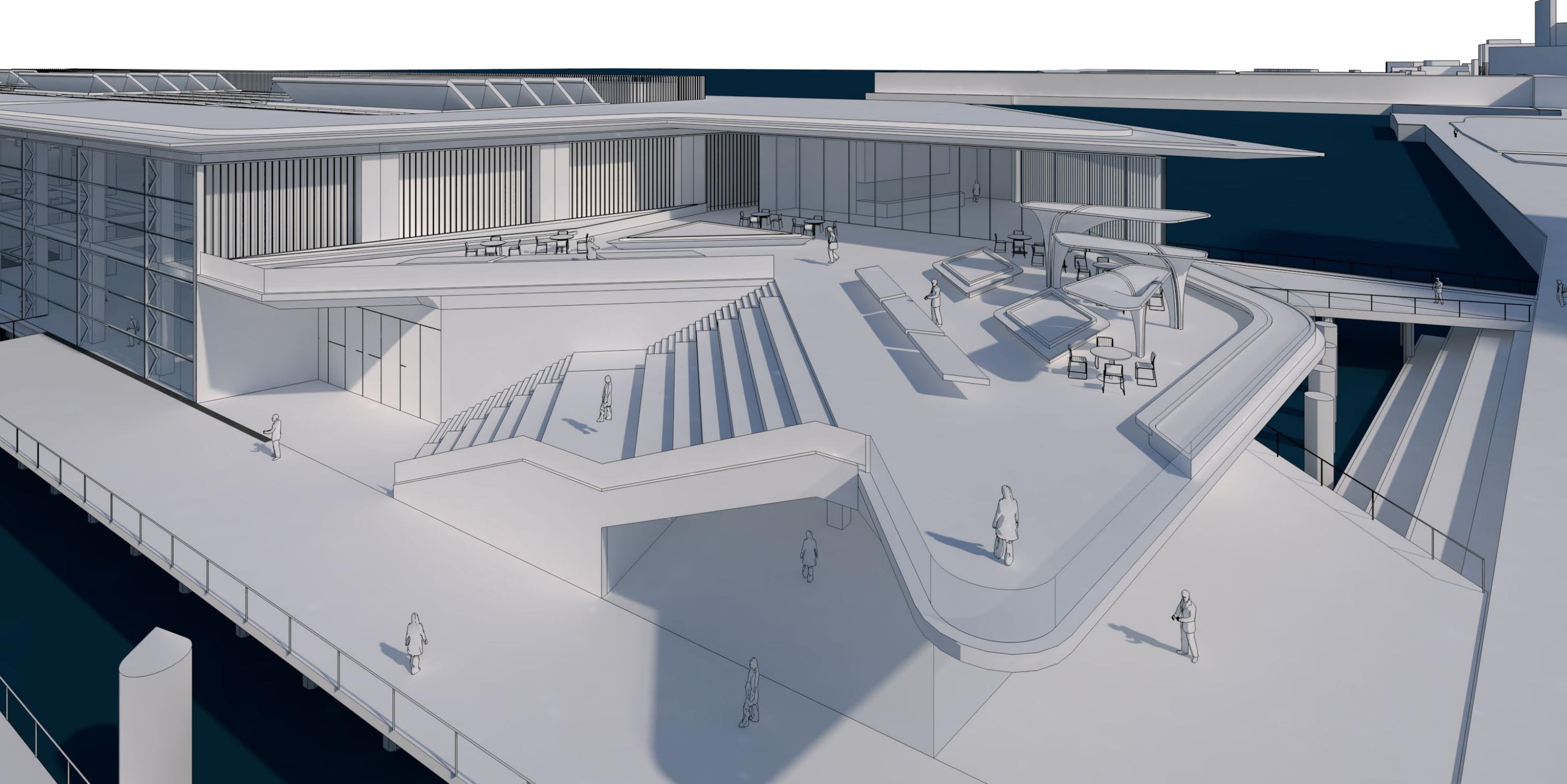
PIERS 30-32 & SEAWALL 330
PIER 32 PROMENADE



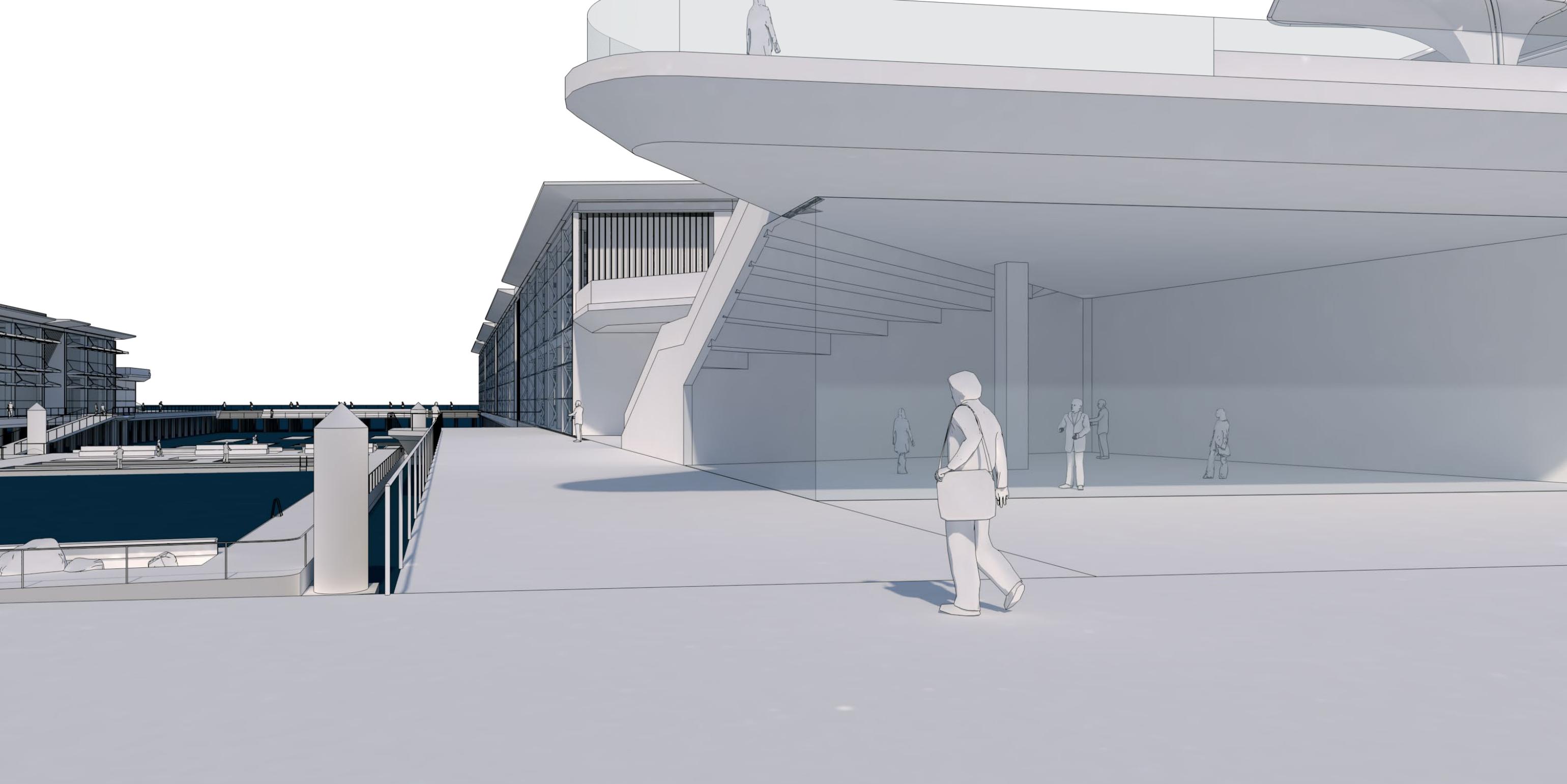
PIERS 30-32 & SEAWALL 330
PIER 32 OVERVIEW



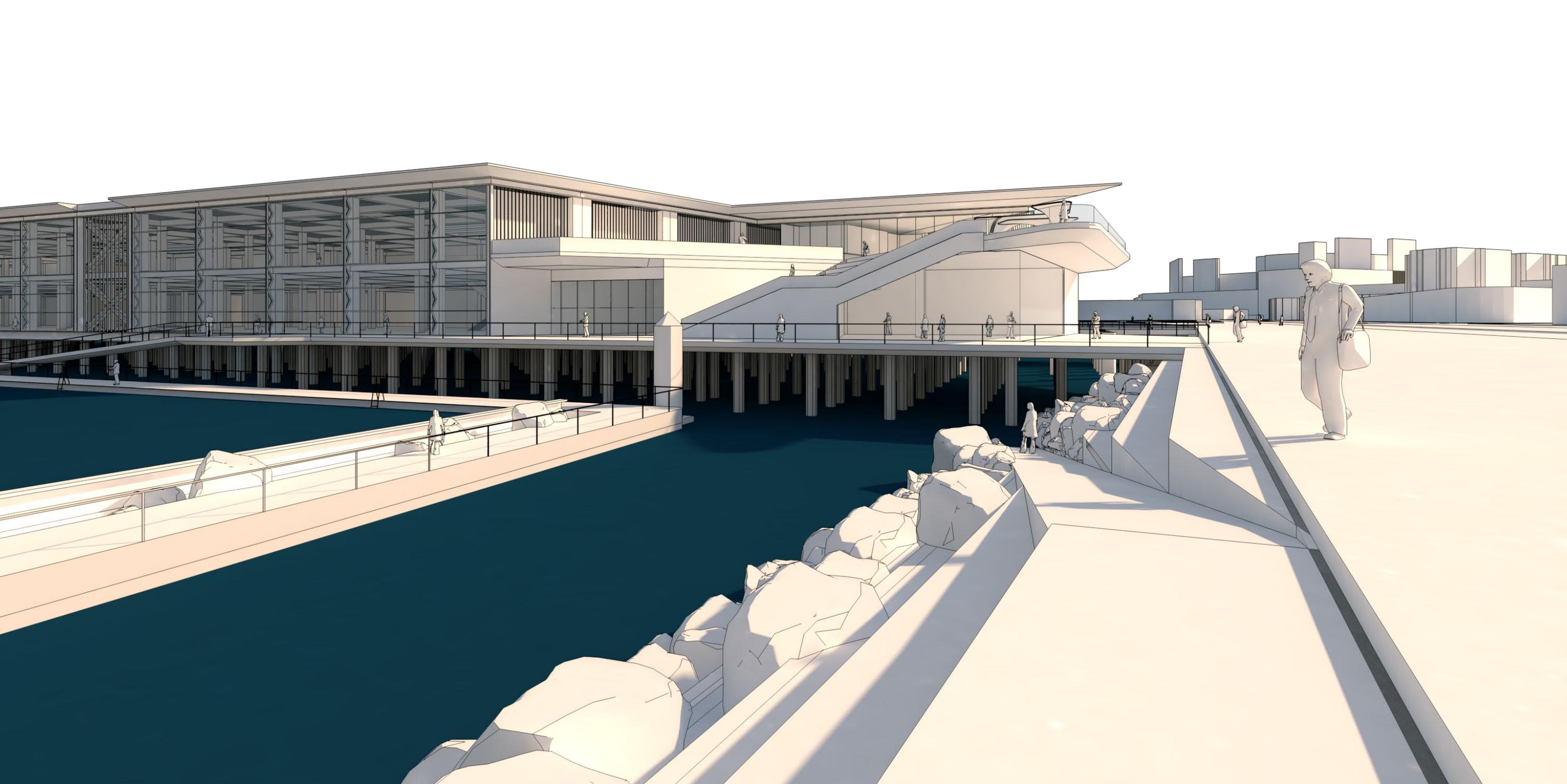
PIERS30-32
PIER 32 APPROACH



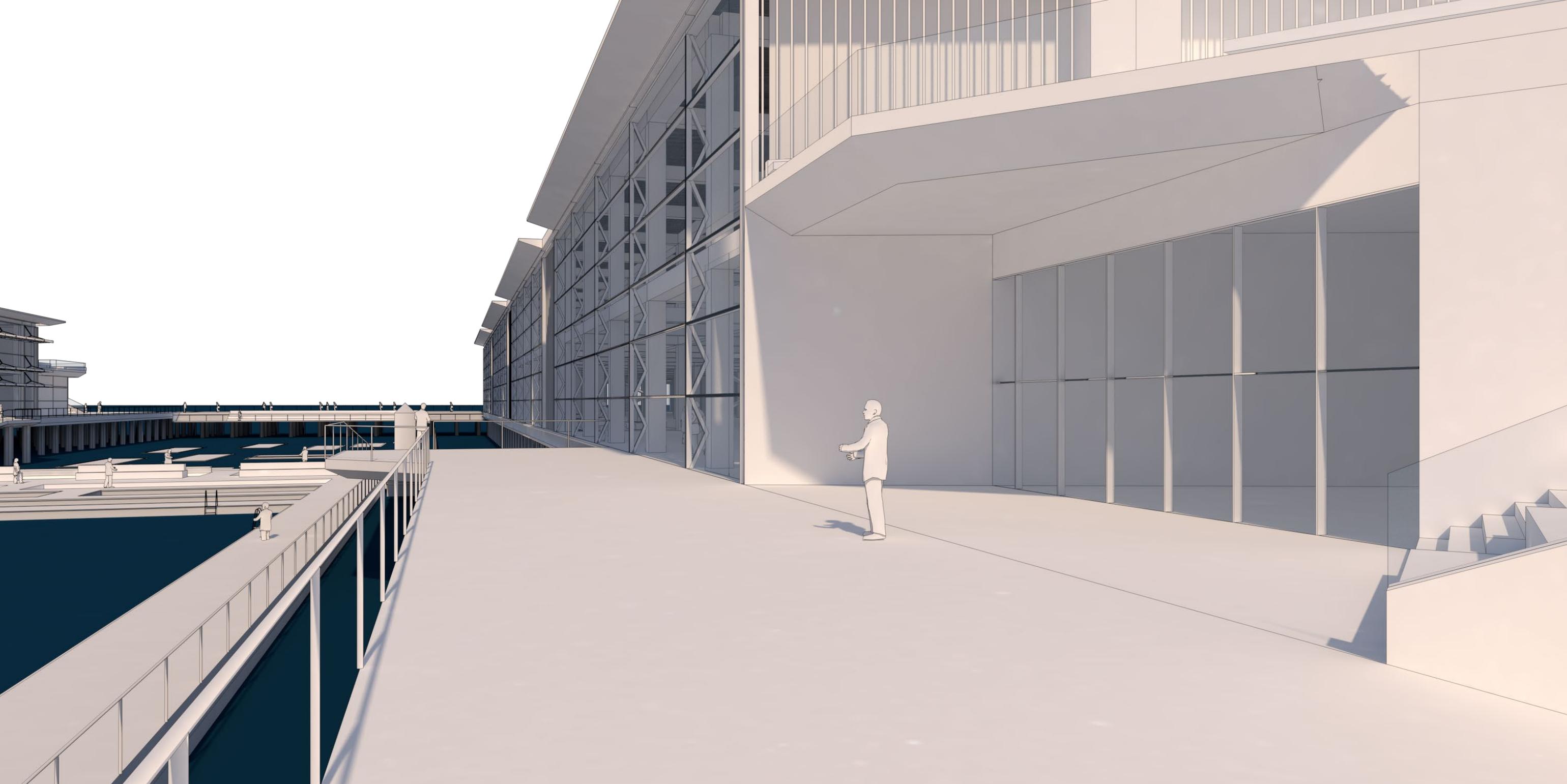
PIERS30-32
THE CITY TERRACE



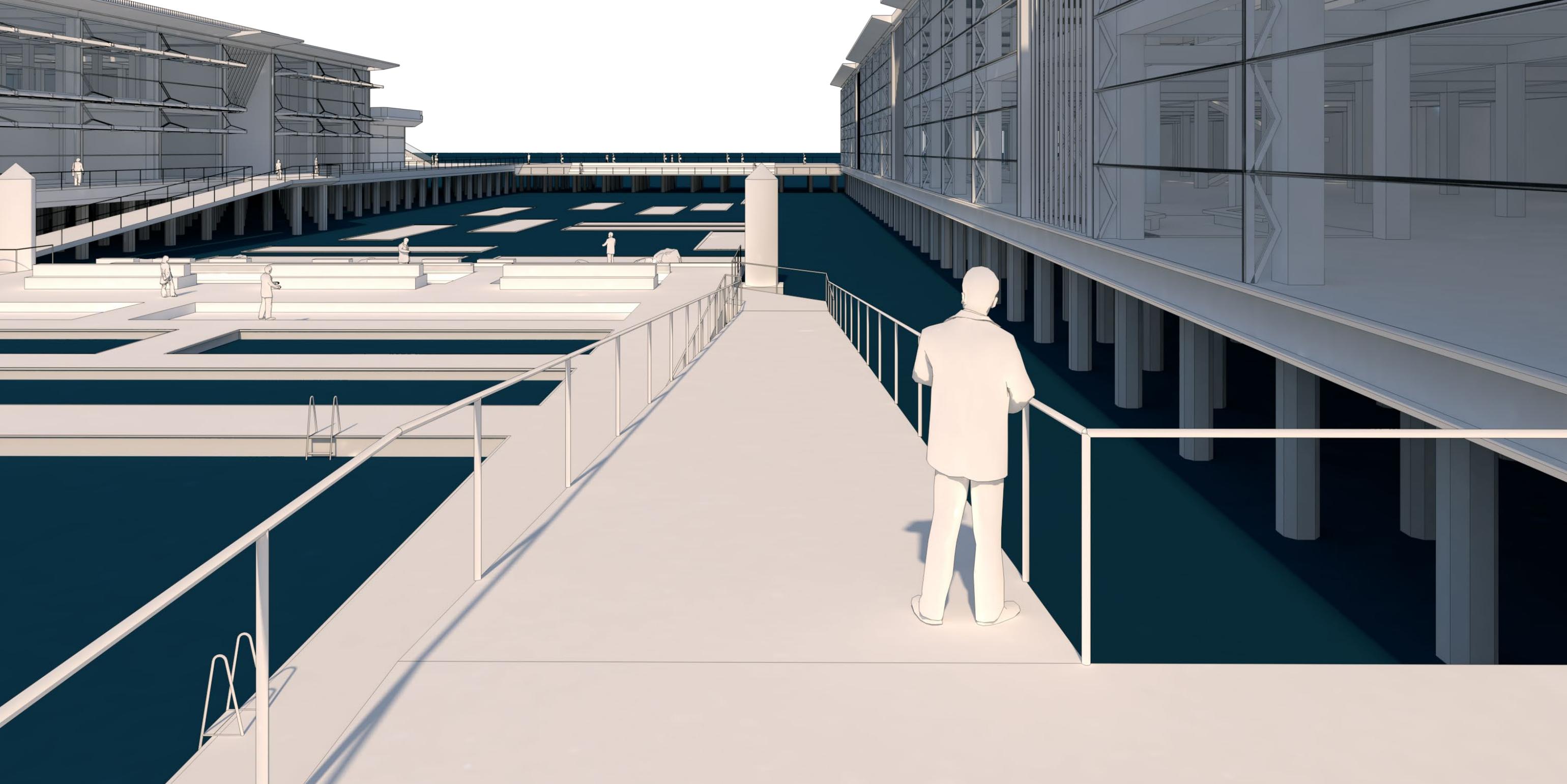
PIERS 30-32
BAY AREA POOL APPROACH



PIERS 30-32
KAYAK LAUNCH



PIERS 30-32
ACCESSING THE POOL

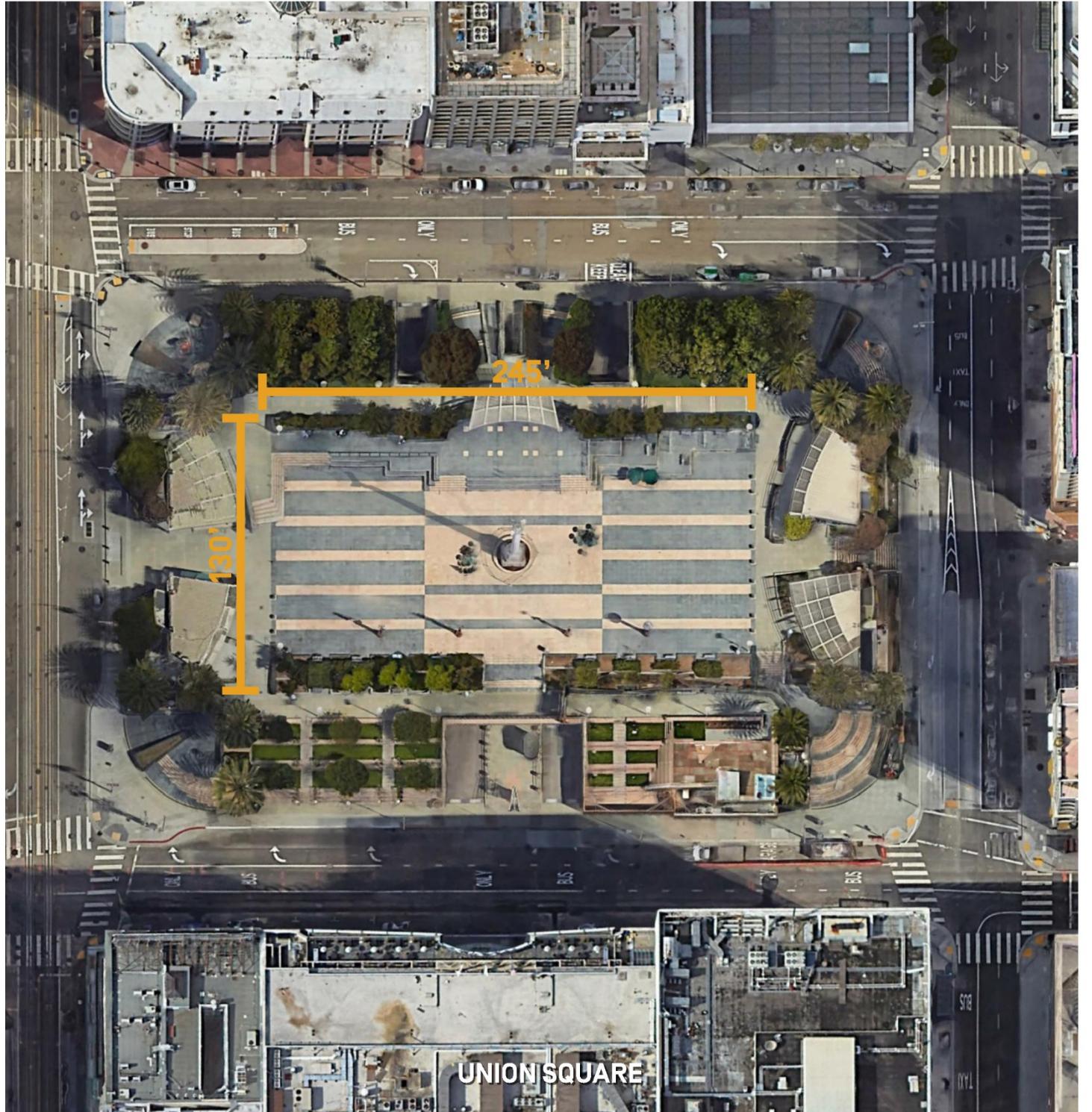


PIERS 30-32
ACCESSING THE POOL

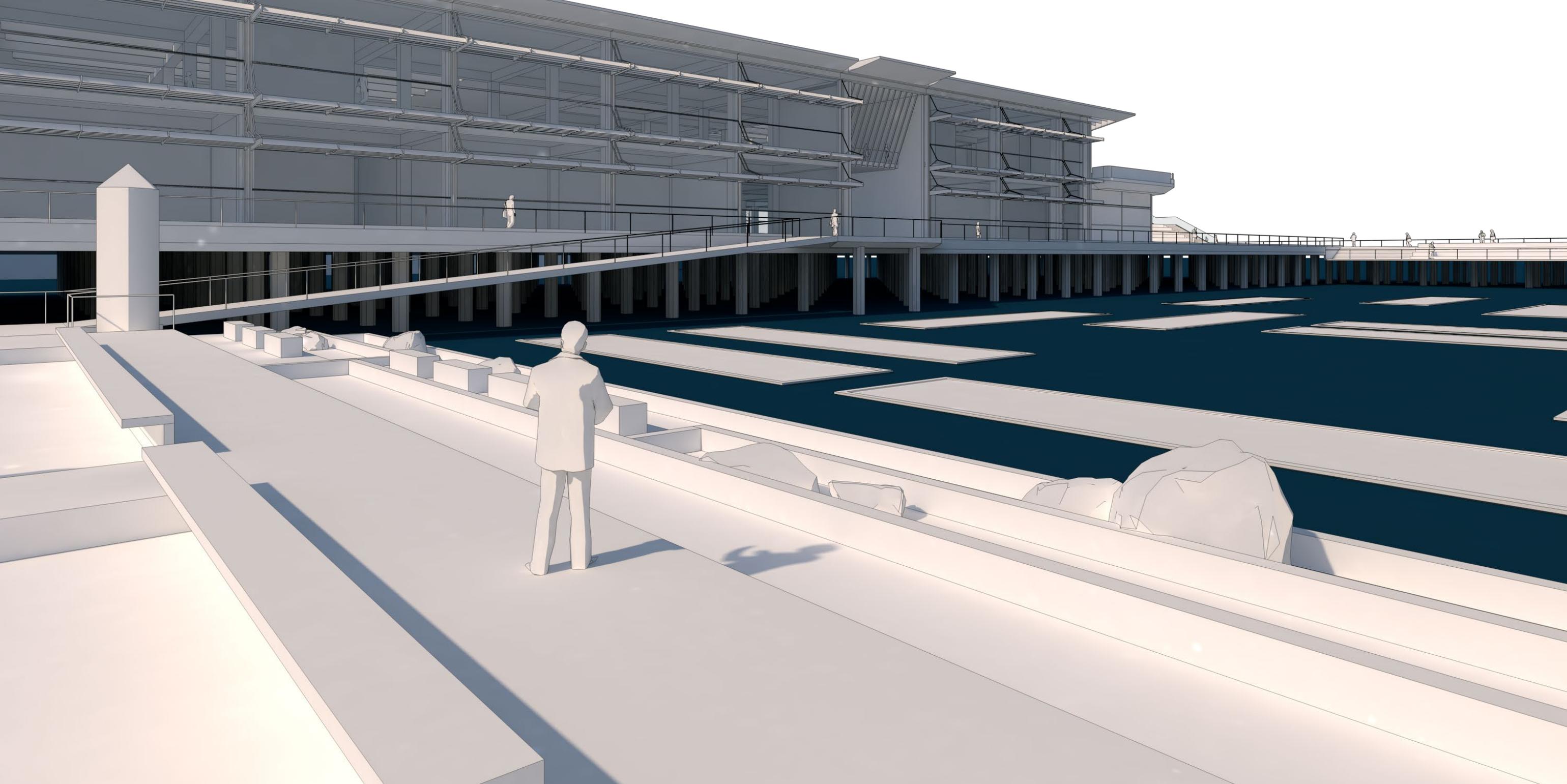


PIERS 30-32

ACCESS TO BAY AREA POOL



PIERS 30-32 & SEAWALL 330
WATER ROOM

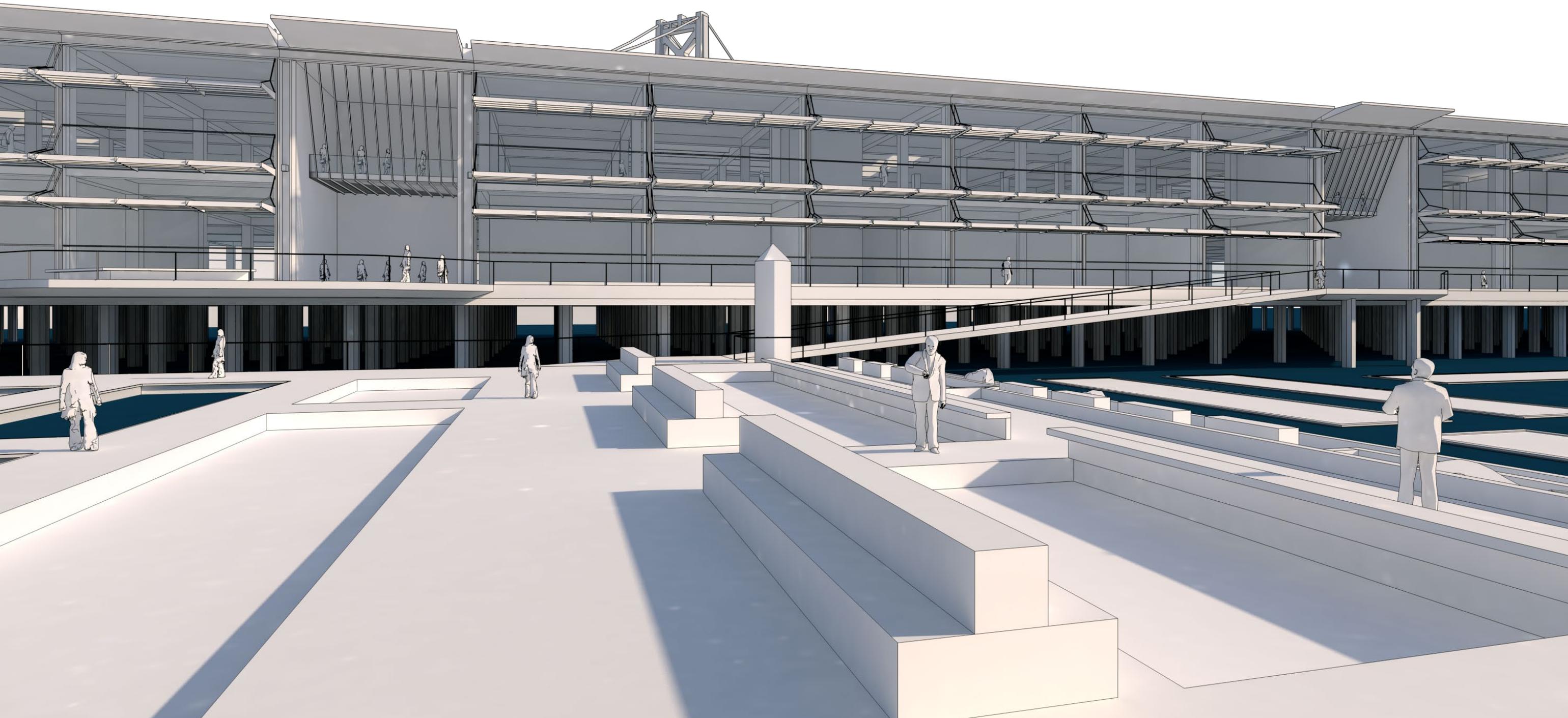


PIERS30-32
THE WETLAND TERRACE

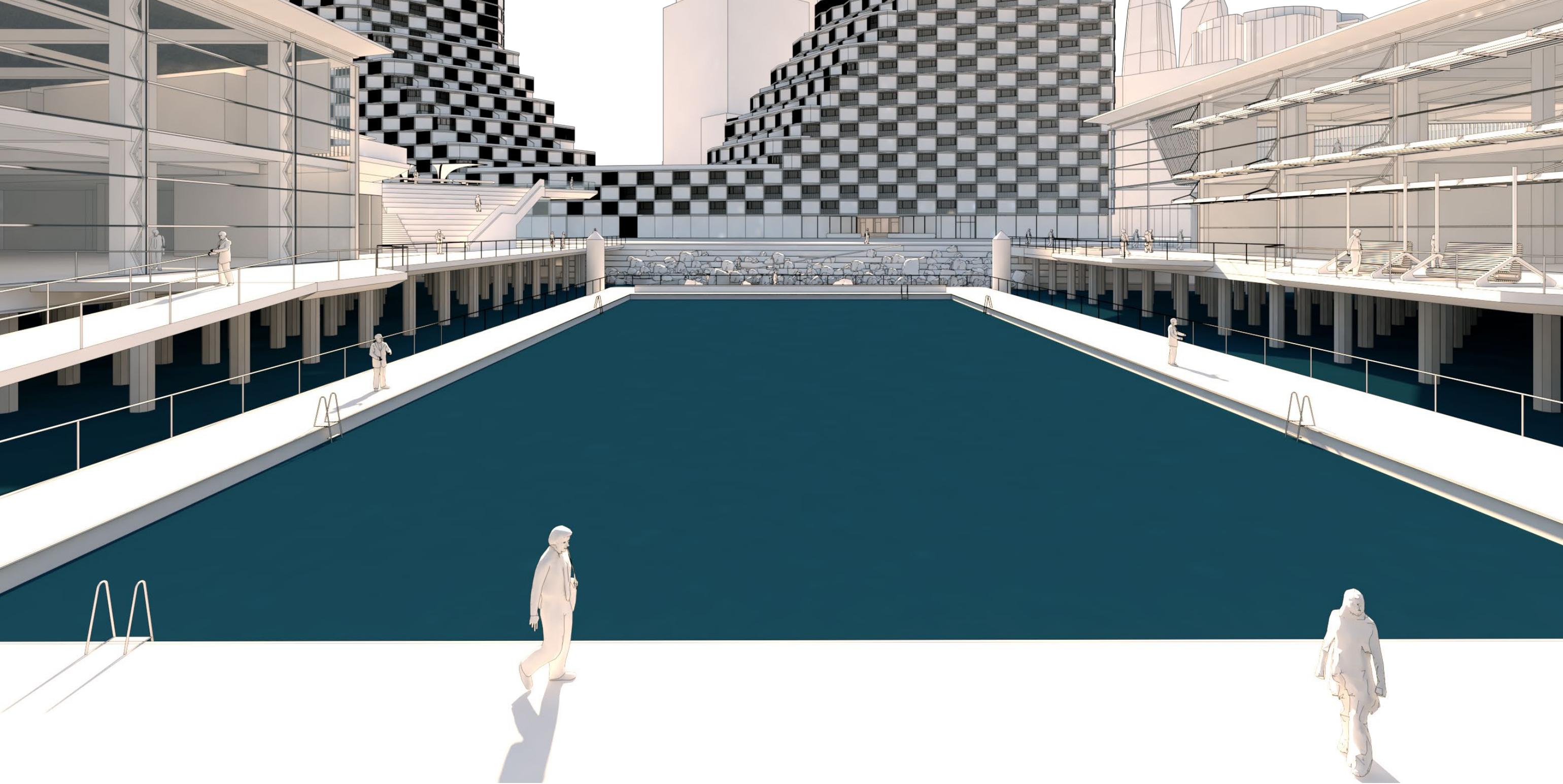


PIERS 30-32

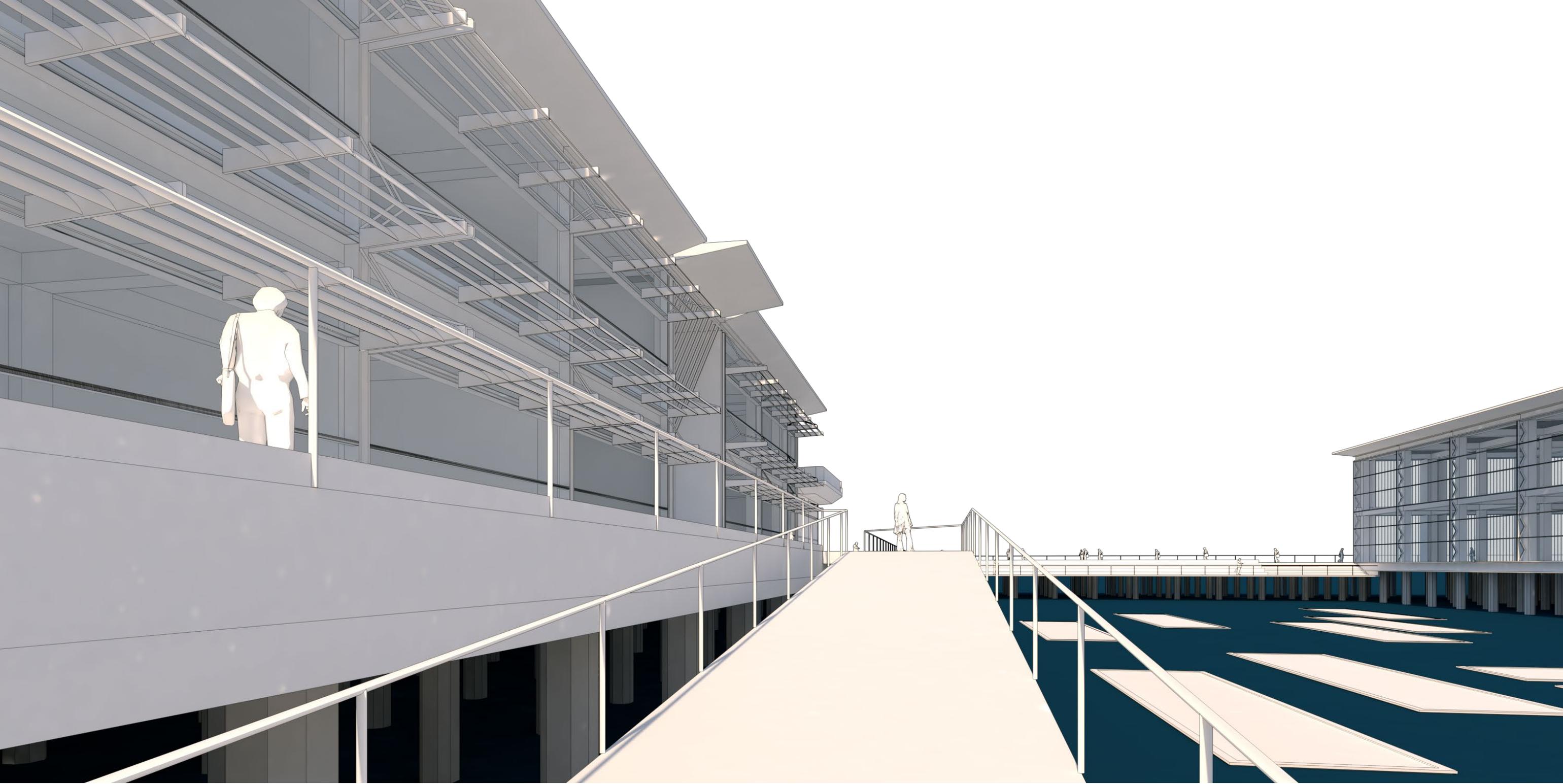
WETLAND TERRACE OVERVIEW



PIERS 30-32
BAY AREA POOL DECK



PIERS 30-32
BAY AREA POOL DECK



PIERS 30-32

CONNECTION TO PIER 30 PROMENADE



PIERS 30-32 & SEAWALL 330

CONNECTION TO PIER 30 PROMENADE



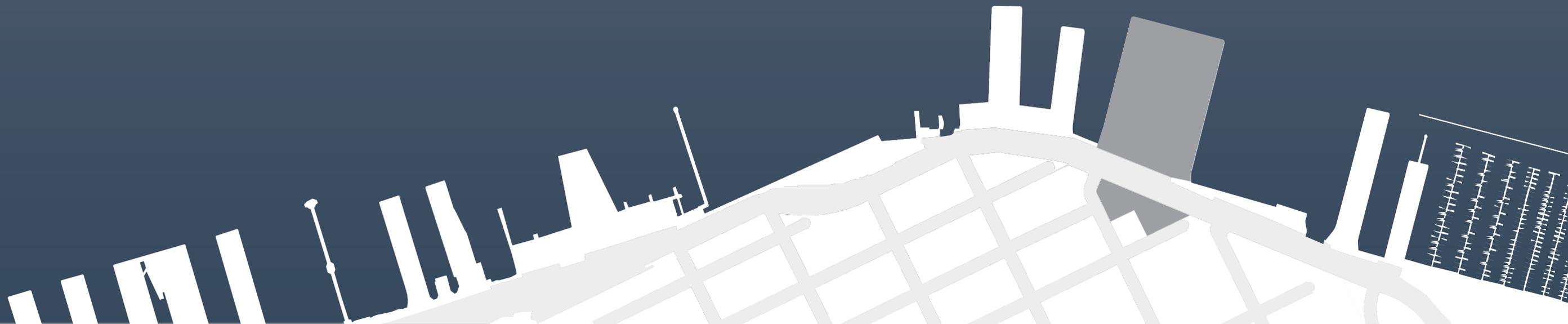
PIERS 30-32 & SEAWALL 330

WATER ROOM OVERVIEW

Q & A

- What are your thoughts on the placement of the restaurants/bars on the second level? Is there any preference to locate at pier-level instead?
- What do you think about having two large format locations for restaurants/bars versus dispersing them into smaller spaces spread across the project?
- What do you think of the viewpoint/observation deck from the Bridge Terrace? What would you want to do there (i.e., formal dining, bar, open seating, etc.)?
- What are your thoughts on pivoting to a traditional heated pool? What other pool-related amenities would be interesting and fun? (diving board, slide, etc.)
- What are the kinds of water-related activities and events you'd like to see provided at the site?
- Is it interesting/cool to be able to get down to the water to touch it even if you're not swimming in it?
- Is an on-site facility to rent kayaks and SUPs of interest?
- Are the wetlands interesting?

THANK YOU



CONTACT

Clarke Miller
Managing Director
Strada Investment Group
101 Mission Street, Suite 420
San Francisco, CA 94105
Office/Mobile: 415.572.7640
Email: cmiller@stradasf.com

