

From the San Francisco Business Times:

<https://www.bizjournals.com/sanfrancisco/news/2020/07/13/port-commission-south-beach-san-francisco-pier-38.html>

## S.F. Port Commission set to select proposal to remake Piers 38, 40

Jul 13, 2020, 1:51pm PDT Updated: Jul 13, 2020, 3:29pm PDT

Staff is recommending that the San Francisco Port Commission select a \$383 million proposal from Pacific Waterfront Partners to remake Piers 38 and 40 in South Beach into a waterfront playground and community market.

The plans will be presented to the commission Tuesday, with a formal vote to enter into negotiations with the San Francisco developer likely to come Aug. 11. The commission issued a request for proposals for the piers, which sit just north of Oracle Park, in October.

The PWP proposal was selected over a competing bid from Emeryville-based Orton Development Inc., which pitched a \$150 project to build an aquatic park and restaurants and retail. PWP and ODI did not immediately return messages seeking comment Monday.

PWP, which largely focuses on urban infill projects and has previously worked at Piers 1.5, 3 and 5, proposed a waterfront public playground where “families can engage in water-oriented recreation, welcoming and accessible for a diverse Bay Area population and its visitors,” according to a staff report on the RFP process published Friday.

The company is pitching a youth sailing center and marina area for the north side of Pier 38 that would help activate the Brannan Street Wharf.

PWP is also proposing to expand and improve existing facilities to create a “water-oriented transportation hub” for water taxis, ferries and tour boats and to transform a current parking lot in front of Pier 40 and the Pier 38 bulkhead along the Embarcadero into a flexible covered public area. That area would be used for year-round activities such as night markets and entertainment venues, and tenants would be subsidized by the project, with the infrastructure needed for food vendors and a food court included in the event or in “tenant support areas,” with no minimum rent.

The Port’s goal is to partner with a developer to rehabilitate and strengthen the piers, which are among the oldest on the San Francisco waterfront and offer some 176,000 square feet of interior bulkhead and shed space, 56,600 square feet of outdoor pier space and a 20,000-square-foot surface parking lot.

PWP’s proposal scored 114 points by a five-member scoring panel that vets proposals. ODI’s received 106 points.

Along with a seismically strengthened seawall, PWP’S proposal also calls for the creation of facilities open to the public



PWP

This rendering shows what PWP has proposed for Piers 40 and 38 north of Oracle Park.

that support community functions, such as picnics or fishing, and “history walks” aimed at engaging visitors in the history of the Southern Waterfront.

Designated swimming areas at the east end of Pier 40 and a “free space” for a nonprofit organization to operate out of are also part of PWP’s plan. A waterfront promenade would provide access to the community spaces and piers.

ODI, which recently entered into a public-private partnership with the Port to rehabilitate eight historic buildings at Pier 70, has proposed a mix of visitor-serving retail, maritime and commercial uses that would be designed around a central aquatic park that “invites the public to play, work, and study the Bay and its meaning to our city, community, and ecology,” according to the Port’s staff report.

The aquatic park would create a cove for swimming, and a free, publicly accessible floating dock along Pier 40 would be designated for water sports and a launching point for kayaks, oar boats, paddleboards, windsurfers, swimmers and scuba divers.

Under ODI’s proposal, the parking lot in front of Pier 40 would be repurposed into a flexible area, complete with kiosks and temporary structures that can accommodate retail, recreation and entertainment uses.

The ground floor of the Pier 38 bulkhead would be “returned to life” with retail, restaurants, cafes, bar and marine-related recreation companies. The building’s second floor would be built out for office uses “to attract companies focusing on maritime and resiliency projects.” The piers’ shed spaces would be leased to commercial tenants at market rates to “help finance the rehabilitation cost and provide an economic return to the Port.”

**Laura Waxmann**

Staff Reporter

*San Francisco Business Times*

