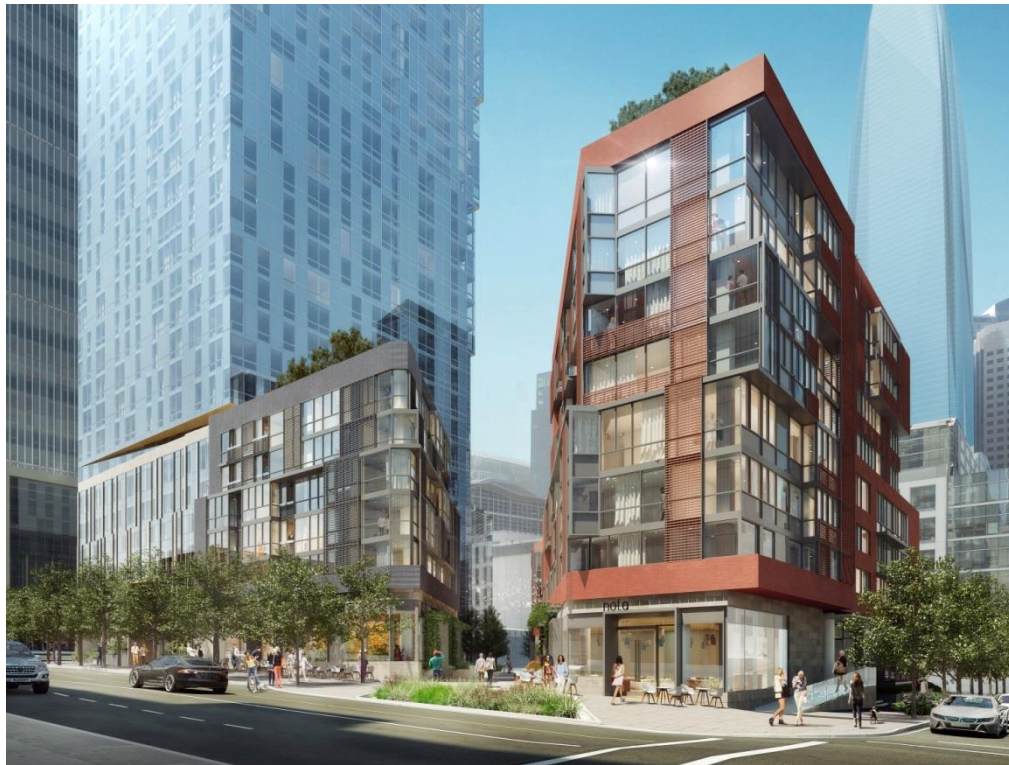




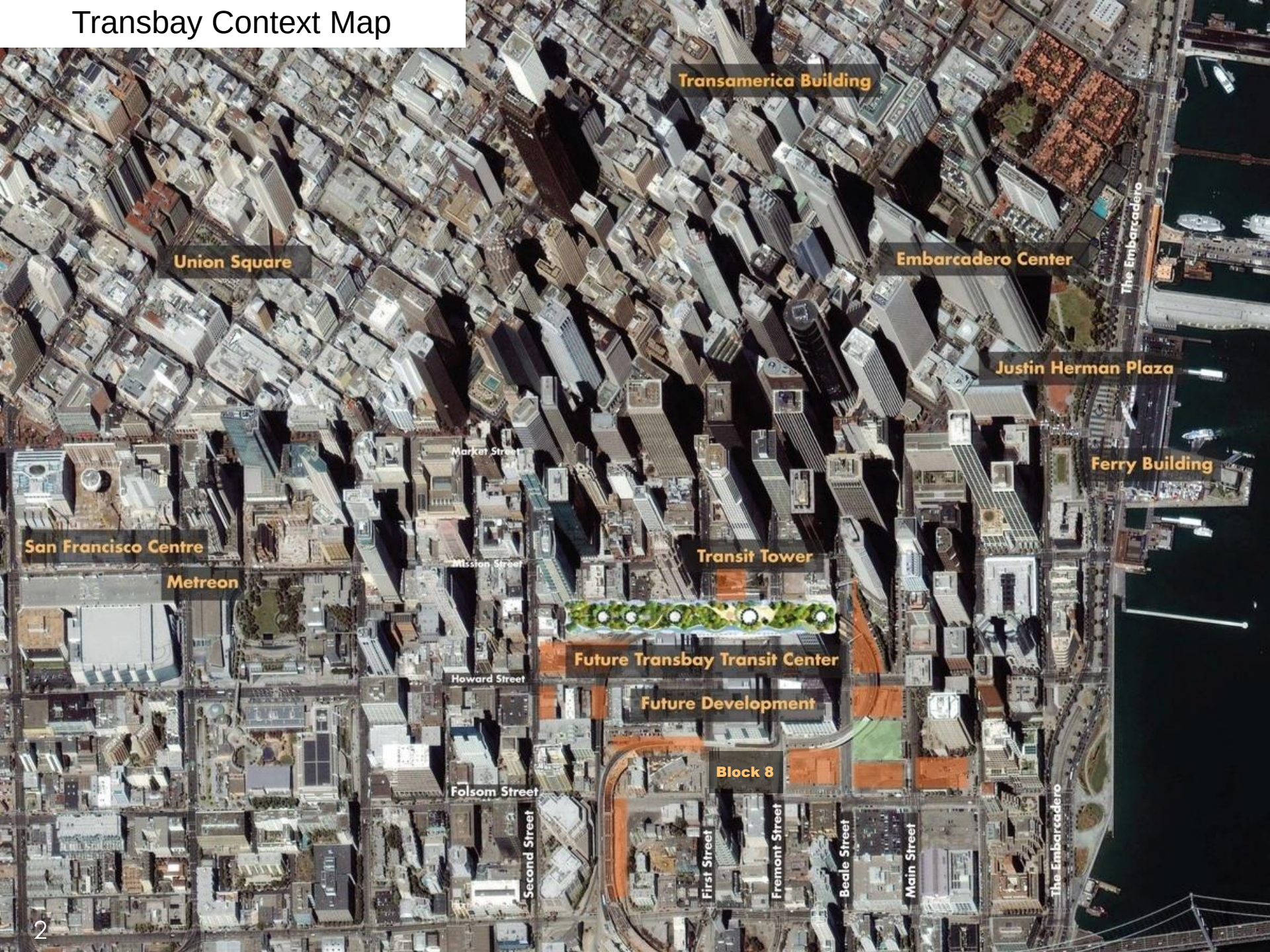
Transbay Block 8 Grocery Update 250 Fremont Street



Commission on Community Investment and Infrastructure

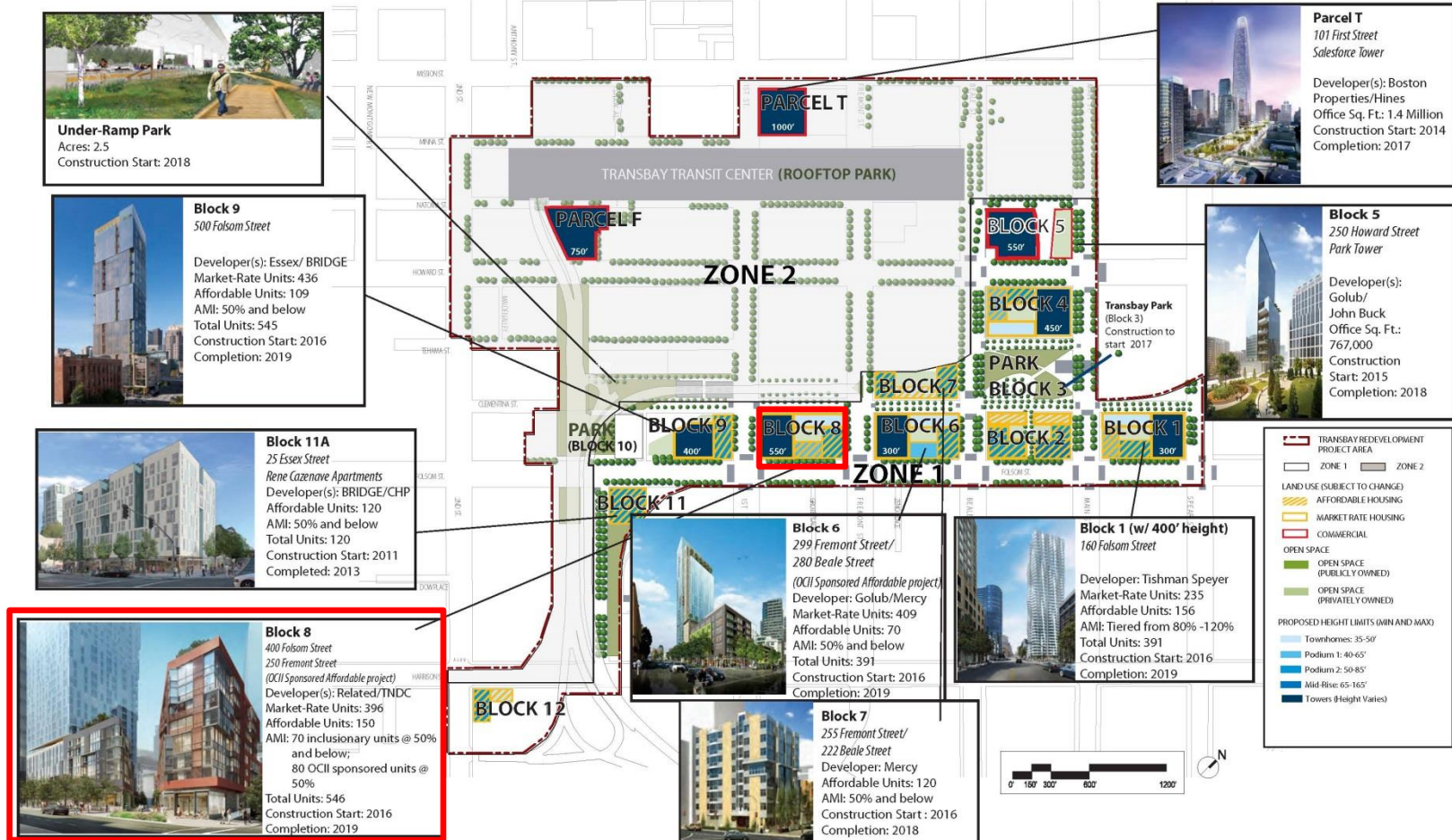
3/15/2016

Transbay Context Map



Context Map

TRANSBAY REDEVELOPMENT PROJECT AREA



3/10/2016

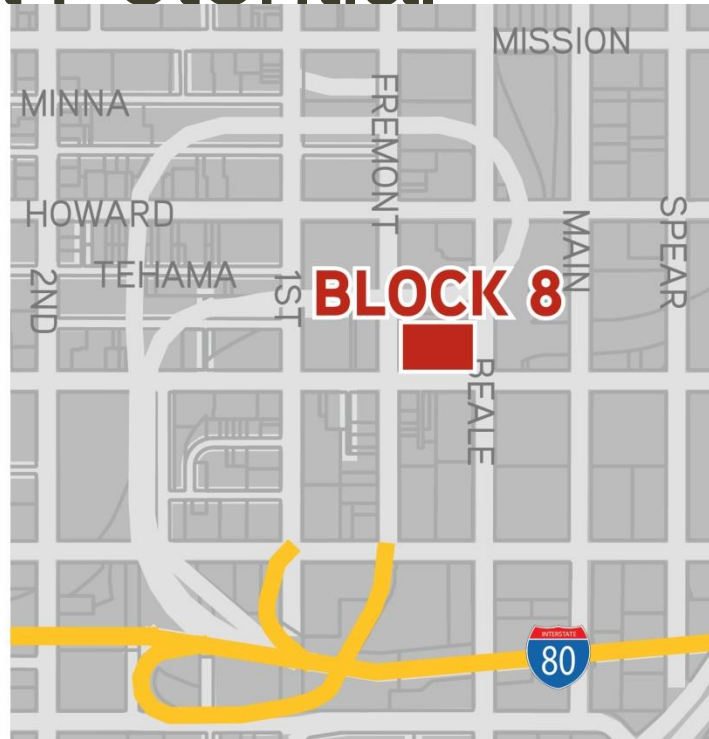
Development Program

- **546 total units in a 55-story tower**
 - 395 market rate units
 - 71 inclusionary rental units in tower
 - 80 OCII funded rental units in 2 podiums
- **18,000 SF of retail**
 - 12,500 SF Grocery
 - 2,825 SF on ground floor
 - 9,675 SF in basement level

DDA Grocery Requirements

- **April 2015:** Commission approval of TB Block 8 DDA and Schematic Design with Related and TNDC
- **DDA requirements for grocery store:**
 - Developer use good faith efforts to obtain a tenant
 - Hire a listing agent to market the grocery space
 - Provide adequate staffing to support efforts
 - Provide OCII with quarterly updates of progress
 - Market surveys
 - Outreach efforts
 - Obstacles

Trade Area Potential



By 2021 (Full maturity)

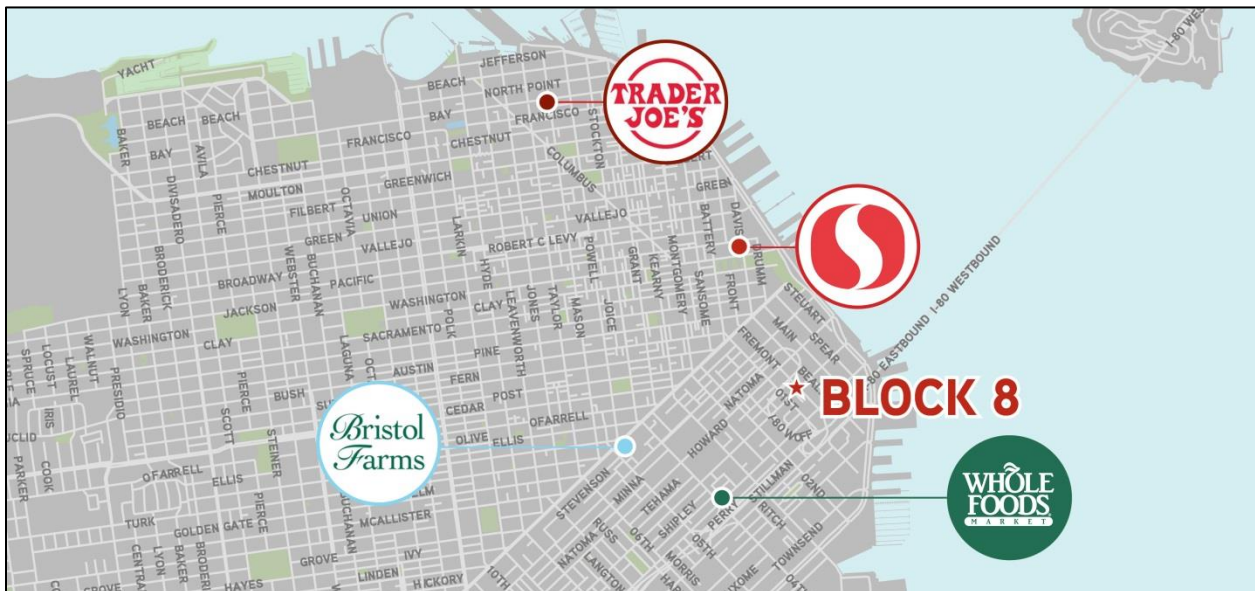
- Residential Population +/- 23,442
- Daytime Population +/- 40,000
- Median Income \$178,406

Avg. Weekly
Sales +/-
\$887,143

Existing Grocers

- **TRADER JOE'S** Fisherman's Wharf 
- **SAFEWAY**  Potrero Hill
Golden Gateway Commons 
Mission Bay 

- **WHOLE FOODS MARKET**  5th & Harrison 
- *Bristol Farms* Bloomingdale's basement 



- **TRADER JOE'S** 4th Street (between Market and Mission)
- **WHOLE FOODS MARKET** Market Street (between 5th and 6th)
- *the* **MARKET** Main and Folsom



Block 8 Grocer Revenue Potential

Source: Intalytics Transbay Block 8 San Francisco CA Grocery Forecast

TRADER JOE'S

SALES SUMMARY- **12,500** GSF AT 200 IMAGE

	<u>2019</u>	(GROSS \$PSF)	<u>2020</u>	(GROSS \$PSF)	<u>2021</u>	(GROSS \$PSF)
WEEKLY SALES:	\$364,900	(\$29.19)	\$429,700	(\$34.38)	\$472,900	(\$37.83)
ANNUAL SALES:	\$18,974,800		\$22,344,400		\$24,590,800	

HEALTH/ORGANIC (I.E. BI-RITE, WHOLE FOODS, ETC.)

SALES SUMMARY- **12,500** GSF AT 150 IMAGE

	<u>2019</u>	(GROSS \$PSF)	<u>2020</u>	(GROSS \$PSF)	<u>2021</u>	(GROSS \$PSF)
WEEKLY SALES:	\$263,500	(\$21.08)	\$310,400	(\$24.83)	\$341,600	(\$27.33)
ANNUAL SALES:	\$13,702,000		\$16,140,800		\$17,763,200	

UPSCALE (I.E. MOLLIE STONE'S, ANDRONICO'S ETC.)

SALES SUMMARY- **12,500** GSF AT 125 IMAGE

	<u>2019</u>	(GROSS \$PSF)	<u>2020</u>	(GROSS \$PSF)	<u>2021</u>	(GROSS \$PSF)
WEEKLY SALES:	\$227,700	(\$18.22)	\$268,200	(\$21.46)	\$295,200	(\$23.62)
ANNUAL SALES:	\$11,840,400		\$13,946,400		\$15,350,400	

INDEPENDENT (I.E. HARVEST URBAN MARKET, ETC.)

SALES SUMMARY- **12,500** GSF AT 100 IMAGE

	<u>2019</u>	(GROSS \$PSF)	<u>2020</u>	(GROSS \$PSF)	<u>2021</u>	(GROSS \$PSF)
WEEKLY SALES:	\$189,200	(\$15.14)	\$222,800	(\$17.82)	\$245,200	(\$19.62)
ANNUAL SALES:	\$9,838,400		\$11,585,600		\$12,750,400	

ALL FORECASTS ARE IN CONSTANT 2015 DOLLARS WITH NO INFLATION ADDED

Block 8

- Space Size +/ - 2,825sf (ground floor access)
+/- 9,675sf (lower level)
- Retail Parking None

Suggest Grocery Types (from Survey)

- **TRADER JOE'S** 15,000-25,000 sf

- Health/Organic:



20,000 sf



15,000 sf



20,000 sf

- Upscale:



8,000-10,000 sf



5,000-8,000 sf



20,000 sf

DEAN & DELUCA

3,500-8,000 sf



8,000-10,000 sf

- Independent:



10,000 sf

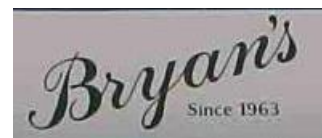


5,000 sf



harvest urban market

5,000-8,000 sf

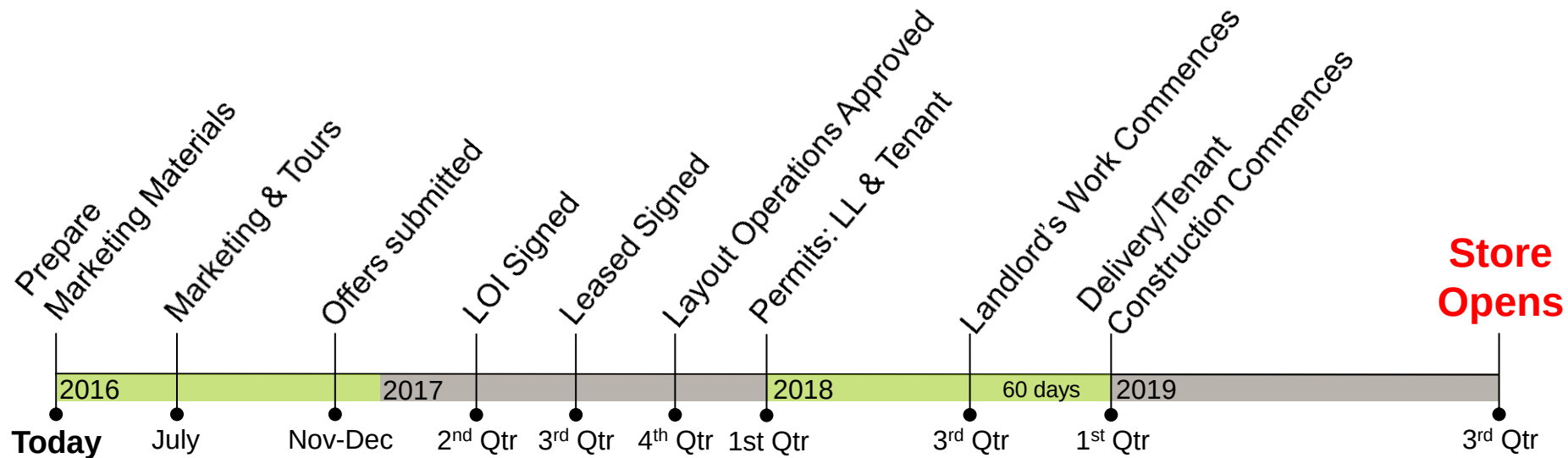


8,000-10,000 sf

Timeline

Completed

- Define Space and Layout Access
- Order Grocery Analysis
- Identify Grocers to Pursue



THANK YOU

