

Development Agreement

The Flower Mart Project



Three Key Components

- **The need for two scenarios.**
- **The payment structure for the off-site scenario.**
- **The agreement to prioritize the project's Phase 1B Prop M allocation in the fall of 2021.**

FLOWER MART AKA. 610-690 BRANNAN STREET

- Office Use: 2,032,165 gsf
- Other Uses:
 - PDR/Flower Mart - 115,000 gsf
 - Retail – 83,459 gsf
- Community Benefits:
 - Open Space (145,000 gsf, including 35,450 gsf POPOS; 8,125 gsf in Market Hall; 5,193 gsf Off-Site)
 - Retention & Significant Upgrade of San Francisco Flower Mart
 - Enhanced Workforce Program
 - Affordable Housing Land Dedication (14,000 sf) for Gateway Building
 - Below Market Rate PDR



- Child Care (Fee or On-Site of 10,185 gsf or Combo)
- LEED Platinum

Why do we need two scenarios?

- **Increased density along with proposed road diet could result in challenges for vehicle intensive reality of operating a major wholesale flower distribution business.**
- **The Flowermart is made up of over 50 independent small business owners who in turn accommodate 4,000 small and large businesses across all of northern California on a weekly basis.**
- **Rely on easy circulation and adjacent access to the mart's warehouse.**

FlowerMart Development Agreement - Scenario A

Flower Vendors Elect to Return to Fifth and Brannan

- **115,000 square feet of on-site affordable PDR space**
- **100,000 square feet of on-site neighborhood serving retail**
- **15,000 square foot land dedication for 100% Affordable housing**
- **36,000 square feet on-site privately owned public open space**
- **5,000 square feet off-site public open space**
- **Enhanced workforce and job training for both PDR & Office**
- **500 bike parking spaces**
- **\$5million contribution to Sunnydale Hub project**
- **\$2million contribution to CSOMA safer & cleaner streets**
- **\$4million in public art (in addition to 1% art's fee)**
- **\$160 million in impact fees including \$58million in jobs housing linkage, of which the City will commit to using \$20million for small site acquisition rehab in SOMA**



Scenario B

FlowerMart Election

Scenario B is triggered if the Flowermart elects not to return to Brannan Street. The flower vendors will have up to **120 days** after project approvals to make this election to stay or move.

FlowerMart Development Agreement - Scenario B

Flower Vendors Elect Alternative Permanent Location

- **115,000 square feet of off-site affordable PDR space**
- **100,000 square feet of on-site neighborhood serving retail**
- **15,000 square foot land dedication for 100% Affordable housing**
- **36,000 square feet on-site privately owned public open space**
- **5,000 square feet off-site public open space**
- **Enhanced workforce and job training for both PDR & Office**
- **500 bike parking spaces**
- **\$5million contribution to the Sunnydale Hub project**
- **\$2million contribution to CSOMA safe and clean streets**
- **\$4million public art (in addition to 1% art's fee)**
- **\$160million in impact fees including \$58million in jobs housing linkage, of which the City will commit to using \$20million for small site acquisition rehab in SOMA**
- **PLUS: 23,000 square foot on-site affordable childcare facility**
- **1,000 square foot on-site community space**
- **On-site programming for neighborhood organizations, including job fairs, floral shows, farmer's market and other community programs**



PROP M Pipeline

	Summer 2019	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024	Fall 2025	<u>Total thru 2025</u>
Amount in Bank	2,892,000	1,323,000	62,000	937,000	-410,000	465,000	150,000	1,025,000	
<u>Allocations:</u>									
Non-Port	2,869,000	1,196,000	0	937,000	0	465,000	0	1,025,000	6,492,000
Port	60,000	940,000	0	1,285,000	0	725,000	0	250,000	3,260,000
Total	2,929,000	2,136,000	0	2,222,000	0	1,190,000	0	1,275,000	9,752,000
<u>Central SoMa Allocations:</u>									
By end of 2019	70%								
By end of 2021	87%								
By end of 2023	95%								
By end of 2025	100%								



Thank you

