



Retail Consultant Request for Proposals

May 13, 2008

Transbay Transit Center

TJPA





Transbay Transit Center

Strategic Importance

- Retail programming will play an essential roll in attracting visitors and activating the Transit Center outside of commute hours
- Retail revenues provide an opportunity to defray on-going operations costs for the Transit Center



Transbay Transit Center

Retail Objectives

- Meet the needs of transit riders,
- Attract patrons from the surrounding community throughout the weekday and weekend,
- Activate the site,
- Provide leasing income,
- Promote environment responsibility, and
- Attract and support local businesses



Transbay Transit Center

Retail Opportunities

- Ground Level
 - Natoma Street
 - Shaw Alley
- Concourse Level
- Park
- Train Mezzanine
- Bus Deck
- Rail Platform





Transbay Transit Center

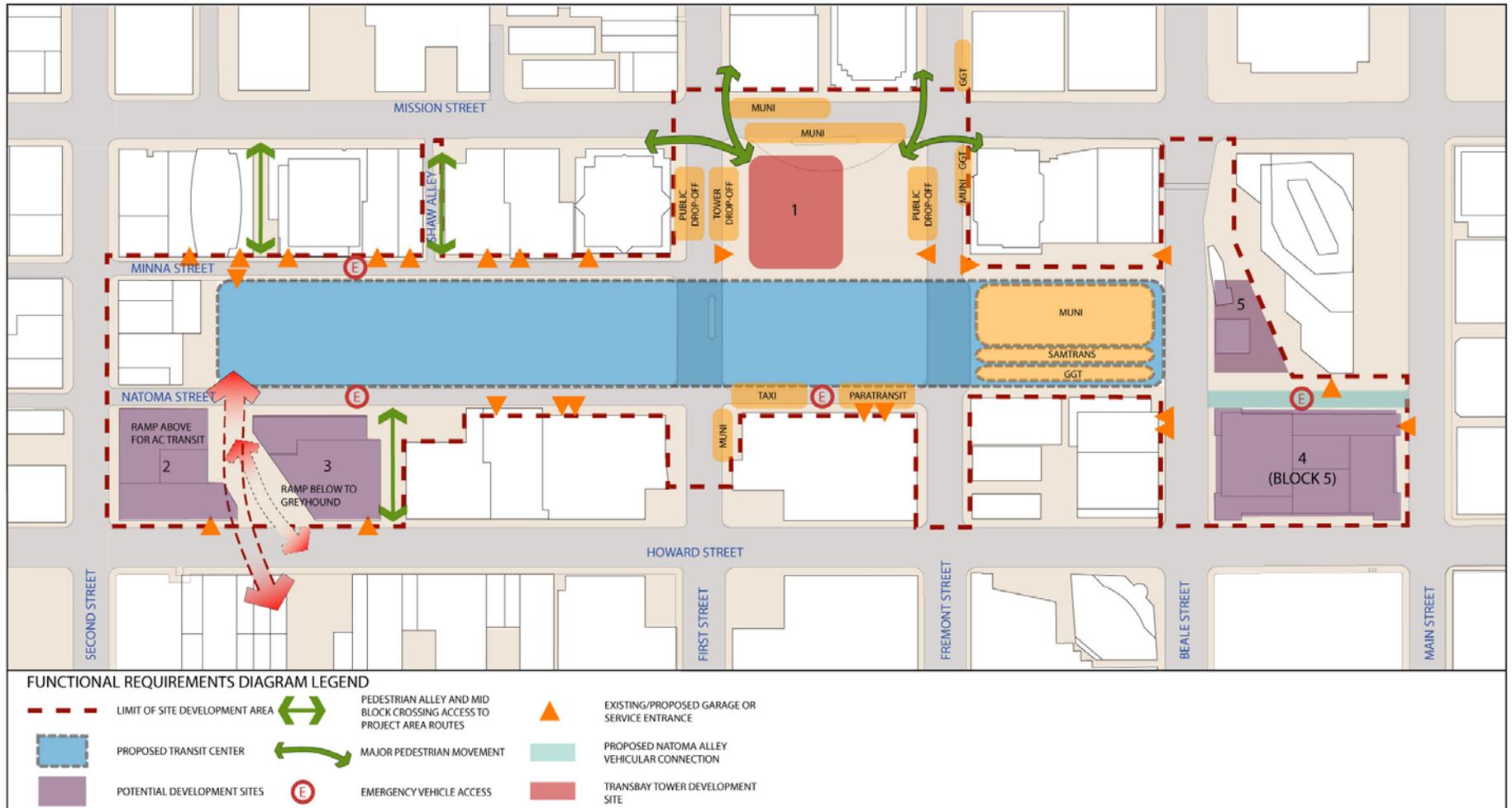
RFP Scope

- **Lease/Rent Potential Assessment**
 - Evaluate demographics of the neighborhood and Transit Center users
 - Evaluate retail trends and successful transit-oriented retail projects
 - Develop programming and management strategy
 - Develop revenue pro formas
- **Work with the Architect**
 - Refine location, amount and design of the retail space
 - Identify physical and capital requirements
- **Merchandising Plan**
 - Identify and contact potential tenants
 - Assist in leasing

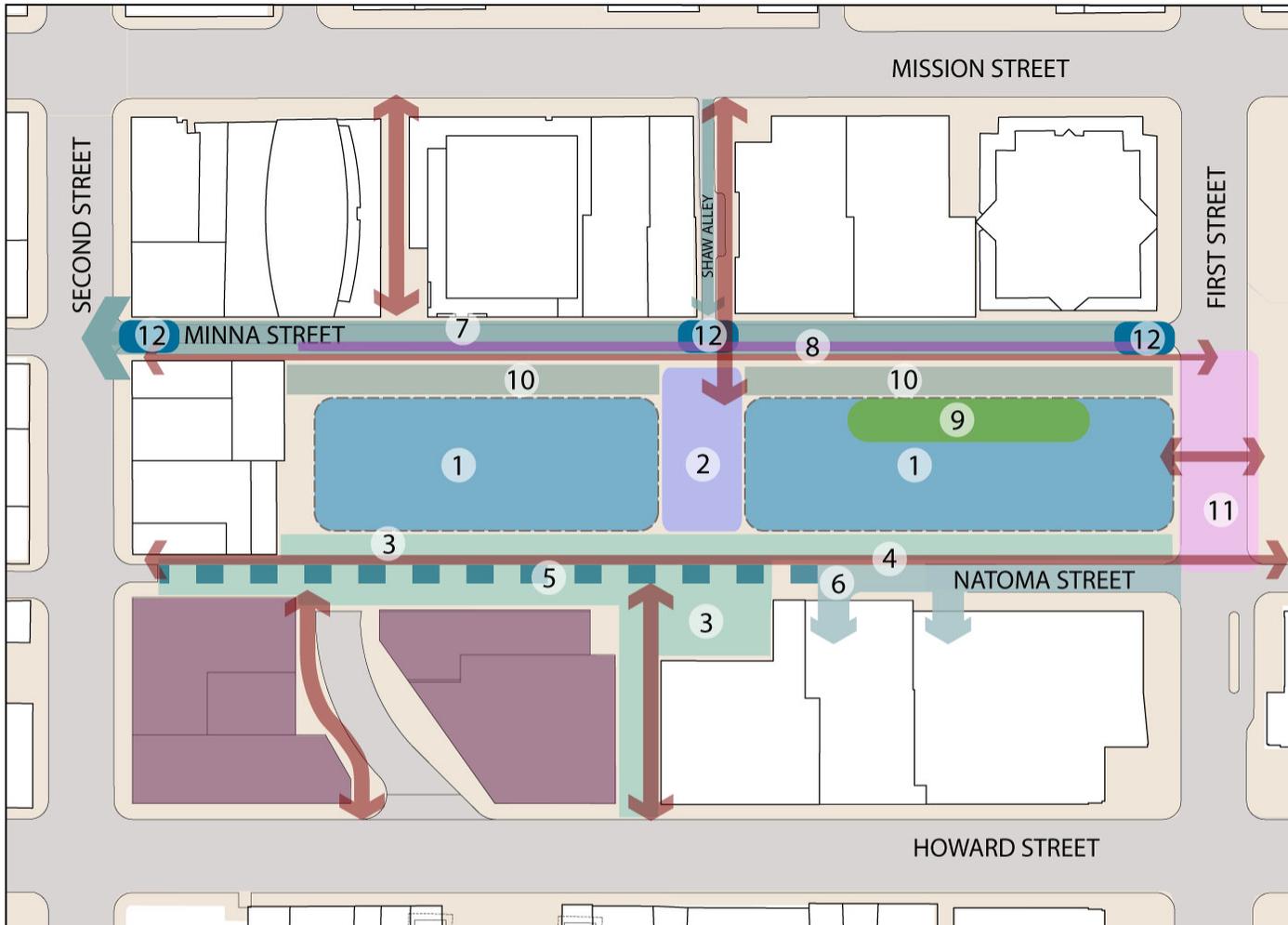


Transbay Transit Center

Transit Center Layout

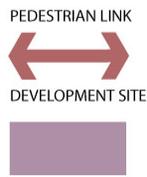


Natoma Street



NATOMA/MINNA CONCEPTUAL DIAGRAM

- 1. TRANSIT CENTER RETAIL
- 2. OPEN CIRCULATION ZONE
- 3. NATOMA PEDESTRIAN/ ENTERTAINMENT ZONE
- 4. NATOMA PEDESTRIAN LINK
- 5. EMERGENCY VEHICLE ACCESS
- 6. NATOMA SERVICE ZONE
- 7. MINNA VEHICULAR ACCESS ONE WAY
- 8. PARKING/ STREET TREE ZONE
- 9. GREYHOUND LOBBY
- 10. MINNA PASSIVE PEDESTRIAN ZONE
- 11. SCRAMBLE CROSSING
- 12. TRAFFIC-CALMING RAISED CROSSING





Transbay Transit Center

Schedule

<u>RFP Issued</u>	<u>April 28</u>
Pre-proposal Conference	May 16
<u>Submission of Questions</u>	<u>May 23</u>
Answers Posted	June 2
<u>Proposals Due</u>	<u>June 16</u>
Notification of Interviews	Week of June 23
<u>Interviews</u>	<u>June 30 - July 1</u>
Anticipated Award	July/August
<u>Anticipated Notice to Proceed</u>	<u>July/August</u>