

First Block of Powell in San Francisco | December 2022



Pop-Up Store Plan

Union Square Alliance ✦ Office of Economic & Workforce Development ✦ Starboard CRE

Goal

Create a fun and engaging environment for tourists providing welcoming spaces to learn about the city's attractions and visit gift shops while waiting for the Cable Cars and walking up to Union Square. The outcome will reopen closed stores, generate new revenue streams for our tourist attractions and boost attendance at their facilities.



Proposal

Creating pop-up-themed stores made of current tourist attractions offered throughout the city. These stores would re-use existing storefronts and make no structural improvements. We would propose to the landlords and sublessors of the buildings below to accept a one-year deal with cancellation rights in the event a permanent tenant is secured. The tenant would pay 10 percent of gross sales as rent. Tenants would be responsible for their shelving and displays. They would need to pay a security deposit to ensure that the space is returned in good working order. They would need to provide building insurance (an estimated \$5,000).

Target Buildings

Three Storefronts

- 49 Powell Street (West side)
- 69 Powell Street (East Side)
- The Flood Building

Point of Contact

- Julie Taylor (Colliers) represents
69 Powell and The Flood Building
- Kazuko Morgan (Cushman and Wakefield)
represents Mac Stores on a sublease
- Hans Hansson represents ownership at
49 Powell Street

Target Tenants

**Any tourist attraction with a current gift store.
Advantage they already have a built-in product to sell.**

* Cathy from the Academy of Sciences has agreed to reach out to the decision maker.

1. Asian Art Museum *
2. San Francisco Historical Society
3. De Young Museum *
4. Academy of Sciences
5. San Francisco Zoo *
6. Cartoon Art Museum (nonprofit)
7. SFMOMA
8. Disney Museum *
9. Cable Car Museum
10. Botanical Gardens
11. Beach Blanket (proposed museum)
12. Exploratorium
13. Contemporary Jewish Museum
14. Museum of African Diaspora

Other Possible Additions

Work with a current tourist bus services that buys tickets at Union Square and includes these spots in their route.



Final Notes



Hans Hansson

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Hans Hansson will take responsibility to work with Julie and Kazuko to secure the spaces. He will need the City and Union Square Alliance to open the doors for discussions with the possible tenants. They can prepare necessary leases with ownership.

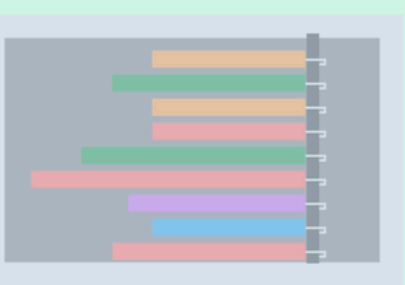
Target Opening

Christmas for our first store; in time for the holiday season.



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