



Figure 3: Candlestick Point and Hunters Point Shipyard Phase II

Shown here is the non-stadium alternative 2010 plan for the Candlestick Point and Hunters Point Shipyard Phase II redevelopment by Lennar Corp. This plan was provided by San Francisco Office of Community Investment and Infrastructure (formerly San Francisco Redevelopment Agency). According to the San Francisco Office of Economic and Workforce Development, this plan would cover 700 acres of waterfront development with 10,500 new residential units, 300 acres of waterfront parks (including a new “Crissy Field of the South”), 700,000 square feet of retail and entertainment, and 2.5 million square feet of commercial/office space.

3 New Waterfront Development Competitive Pressure

There is an idea that new development on the Baylands should be considered separately from the existing supply. Possibly this new space provided by the Project would attract tenants that would not consider the existing space due to various reasons. The new space could be more functional or have different amenities absent from existing options. So possibly it would not cannibalize existing space but attract a new market. Unfortunately, Brisbane is not alone in preparing to bring on-line new state-of-the-art supply as mentioned above.

The adjacent Hunters Point Shipyard / Candlestick Point redevelopment shown in Figure 3 is already underway. It is slated to contain 700,000 square feet of new retail, 2.5 million square feet of commercial space (an amount that is more than 50% of the existing vacant office space in San Mateo County), and 10,500 new residential units.

In addition, it is planned to include 300 acres of waterfront parks, creating a “Crissy Field of the South.”

Unless the Baylands Project offers something different or more competitive, it risks succumbing to the same fate as commodity offerings elsewhere on the Peninsula or being subsumed by competitive new entrants such as Hunters Point / Candlestick Point.

Figure 3 shows how the Hunters Point / Candlestick Point open space system is comprehensive, embraces the waterfront, creates a transition between intense commercial and waterfront open space, and clusters development away from the water.

However, the irregular waterfront along Candlestick Point makes it difficult to create large contiguous waterfront spaces in the Candlestick Point areas closest to Highway 101. An advantage that the Baylands Project may have is the proximity to Highway 101 and the site envelope such that access to the waterfront open spaces could be much more visible, regular, and programmed with a wider range of uses.

The sheer scale and critical mass that the Hunters Point / Candlestick Point development may achieve along with the support of San Francisco will make it a very formidable competitor for new tenants. Both the public and private developers have extensive experience with developments on these scales and are familiar with many tools that can help bring funding gaps and realize visions quickly and efficiently.

Brisbane needs to have a superior offering and one that embraces the most valuable resource here – the waterfront – rather than walling it off behind a commodity business park. The waterfront needs to add value to all facets of the Project and community, not simply enhancing the desirability of the tall buildings that could easily monopolize it.