

FACT SHEET: NEW FLOWER MART PROJECT AND PIERS 19, 19½ & 23**OVERVIEW**

The New Flower Mart Project will preserve the San Francisco Flower Mart within a new, state-of-the-art facility at its current location at Sixth and Brannan Streets in SoMa. The existing wholesale flower market is outdated and cannot help the flower industry to thrive in San Francisco in the future. Indeed, the existing market will probably not survive the next major earthquake. That is why the San Francisco Flower Mart LLC (formerly California Flower Market Inc.) approached Kilroy Realty Corporation (KRC) back in 2013 to help them to build a new facility.

KRC has entered into a binding agreement with the San Francisco Flower Mart and the San Francisco Flower Mart Tenants Association, which guarantees that:

- (1) the new market will be built on the site of the existing market and will be large enough to accommodate all of the existing flower vendors;
- (2) the new market will have affordable rents for all existing flower vendors;
- (3) the new market will have at least 300 parking spaces for customers and truck loading, significantly more than the 144 spaces in the existing market's parking lot; and
- (4) KRC will find a temporary location in San Francisco to relocate the market during construction and will cover 100% of moving costs to the temporary location and back to the new market for all existing flower vendors.

The agreement describes the parameters for the selection of a temporary location during construction and Piers 19, 19½ & 23 is the only available location that meets those parameters. There is more information on the Piers below.

PIERS 19, 19½ & 23

Due to the lack of vacant industrial space in San Francisco, Piers 19, 19½ & 23 (the "Piers") is the only available space that can accommodate all of the existing flower vendors and customer parking for the wholesale flower market while the new market is under construction at Sixth & Brannan Streets. The plan for the Piers is a draft and is subject to review and approval by the Port of San Francisco. The plan was created by our architect, Jackson Liles Architecture, who is also the architect for the wholesale produce market in San Francisco.

Location. The Piers are located on the northern waterfront in an area that has long been home to a wide range of industrial uses. Prior to their use by the America's Cup in 2013, the Piers were occupied by a wholesale liquor distribution facility with many small vendors, similar to the wholesale flower market. The site is zoned for industrial use and can accommodate all of the needs of the San Francisco Flower Mart. The Piers are 1.4 miles from I-80, 2.3 miles from I-280, and 3.1 miles from the Golden Gate Bridge/US-101.

Parking. Per the draft plan for the site, the Piers can accommodate approximately 191 cars and trucks, all of which spaces will be for flower market customers, which is significantly more parking than exists at the current market (where the parking lot contains 144 spaces). Wholesale flower market employees will need to park at other locations in the neighborhood (as they do at the existing market) and we have provided all vendors with a map of several parking options. All customer parking spaces will be located within the Piers, immediately adjacent to the vendor spaces. All customers will be able to carry out purchases to the parking lot just a few feet away. There will be no need to cross the Embarcadero to access the customer parking. The draft parking plan is not optimized and is only an initial estimate of how many cars could be reasonably parked on the Piers while still accommodating all of the flower vendors.

Trucking. Per the draft plan, there will be a dedicated truck parking area inside of the Piers, immediately adjacent to the vendor space, containing 20 oversized spaces for trucks. The truck parking area includes space for two semi-trucks inside the Piers and there is space for another two semi-trucks on the Embarcadero, immediately adjacent to the vendor space, for a total of four semi-trucks. Again, these plans are not optimized and we are working with the Port of San Francisco and our architect to develop more detailed plans.

Travel Times. KRC hired a professional transportation consultant, Nelson\Nygaard Associates, to conduct a travel time analysis that measured the time it takes at 6:00 AM and 8:00 AM to leave from both the Piers and the existing wholesale flower market to different locations in the Bay Area. These times were selected based on feedback from the vendors that customers generally leave the flower market to head to their stores, studios, or job sites at those times. The analysis also measures the time it takes at 3:00 AM to get to both the Piers and the existing wholesale flower market from different locations in the Bay Area. This time was also selected based on feedback from the vendors that several customers arrive around this time on market days (Monday, Wednesday, and Friday). The analysis shows that the time it takes to get from the Piers to various locations around the Bay Area is similar to the time it takes to travel from the existing wholesale flower market. Similarly, the analysis shows that the time it takes to get to the Piers at 3:00 AM from various locations around the Bay Area is similar to the time it takes to get to the existing wholesale flower market at 3:00 AM. Obviously, because the Piers are north of the existing market, the Piers are closer to the North Bay/Marin and further from the South Bay/Peninsula.

Traffic. KRC also hired IDAX Data Solutions, a traffic and transportation data consultant, to conduct a traffic analysis that measured the actual number of car and truck trips at all hours of the day over the course of a week in November/December 2017. Four locations were measured:

- (1) Sixth Street north of Brannan Street (next to the entrance to the existing market);

- (2) Brannan Street east of Sixth Street (next to the exit from the existing market);
- (3) The Embarcadero south of Battery Street (next to the entrance/exit to the Piers); and
- (4) Battery Street south the Embarcadero (the exit route going south from the Piers)

The traffic analysis shows that at all times of the day, the number of car and truck trips adjacent to the Piers is lower than the number of trips adjacent to the existing market – in other words, there is less traffic at the Piers than there is at the existing market.

Safety. Crossing bike lanes and sidewalks in order to enter a warehouse is a common condition in San Francisco (including at the existing flower market) and, with a little caution exercised by all parties, can be safe.

Vendor Space. The Piers will accommodate all of the vendors with comparable floor space to what they have now. There will be multiple entrances to the vendor space, including direct connections to the customer parking and loading area as well as roll-up doors along the aprons (sidewalks) that run along the edges of the Piers. Although the vendor space at the Piers will be slightly smaller than the existing market, the existing market is not very efficient and contains some empty space (e.g., the former San Francisco Flower Growers Association office). With the efficiency of designing a new market and consolidating some of the underused spaces, all of the vendors will be accommodated. Our agreement with the San Francisco Flower Mart and the vendors addresses this issue. Again, the plan is a draft. The current plan is an attempt to maximize the parking area while maintaining the minimum level of vendor space needed to accommodate all of the existing vendors.

SCHEDULE

The current schedule, subject to the approval of the project, is that the flower vendors would move to the temporary location in 2020 and back to the new wholesale flower market after it is completed in 2023.

ADDITIONAL INFORMATION

Kilroy Realty Corporation is absolutely committed to preserving the San Francisco Flower Mart and building a new, state-of-the-art wholesale flower market at Sixth and Brannan Streets so that the flower industry can have a home in San Francisco for the next 100 years. Therefore, we understand the importance of a smooth transition and, in turn, the importance of delivering a successful temporary wholesale flower market. Please feel free to contact us if you have any questions or need additional information:

<https://www.newsflowermart.com/>

Mike Grisso
mgrisso@kilroyrealty.com
(415) 778-7777

Alexandra Stoelzle
astoelzle@kilroyrealty.com
(415) 778-7776

PROJECT AREAS

FLOWER MART TOTAL	
FLOWER MART CIRCULATION	24,123 SF
FLOWER MART TENANT SPACE	76,100 SF
OFFICE	2,321 SF
TOTAL	102,543 SF

PARKING & SUPPORT	
NEW RESTROOM	749 SF
PIER 19 1/2 LOADING AREA	28,724 SF
PIER 19 PARKING	84,471 SF
REMODELED RESTROOM	385 SF
TRASH	943 SF
TOTAL	115,272 SF

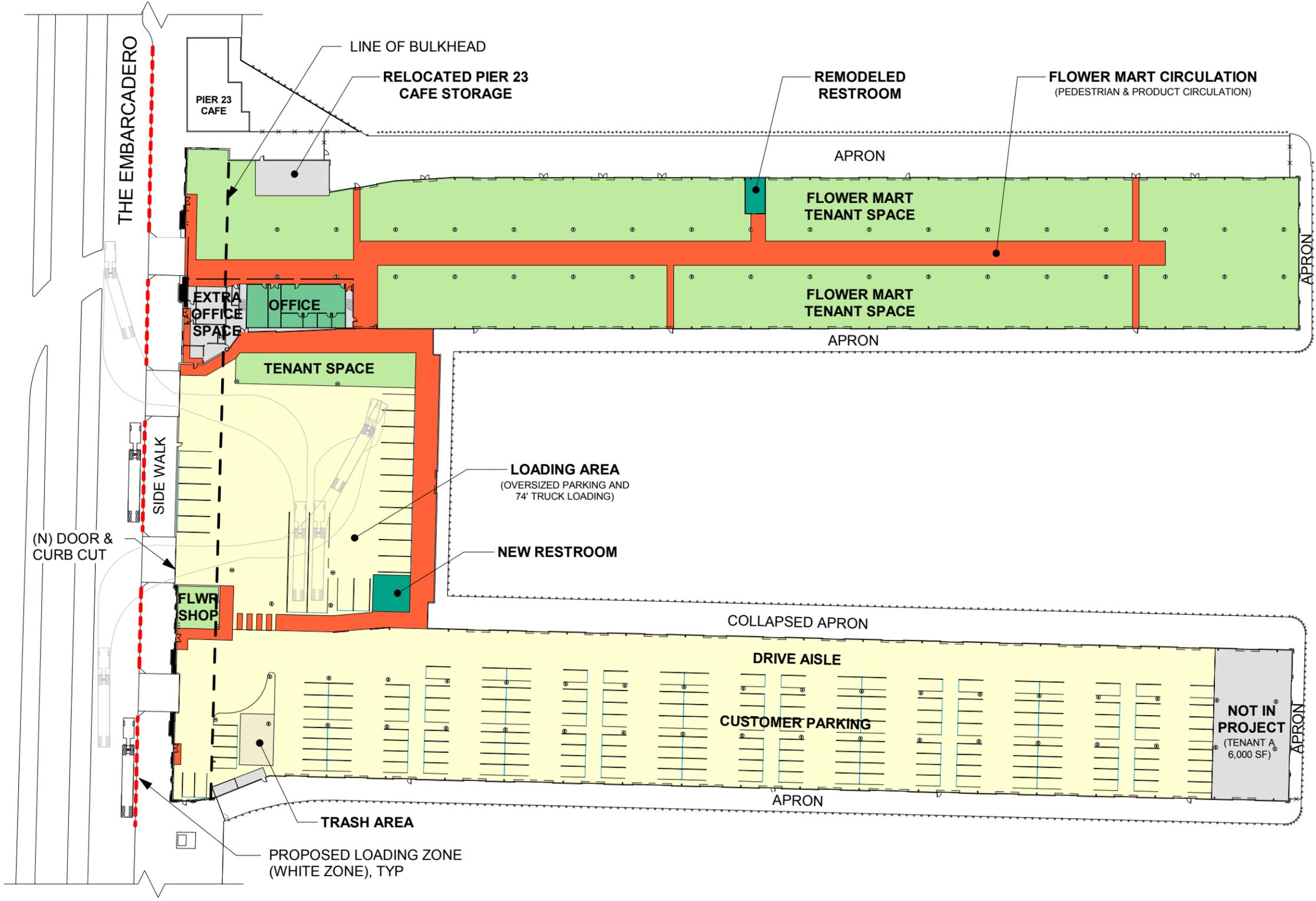
PARKING & LOADING

LOADING	
74' TRUCK PARKING STALL - 15' x 74'	2
PARKING & LOADING STALL - 12' x 24'	18
TOTAL	20

PARKING	
PARKING STALL - COMPACT - 8' x 18'	88
PARKING STALL - STANDARD - 9' x 18'	83
TOTAL	171
GRAND TOTAL	191

AREAS NOT IN PROJECT

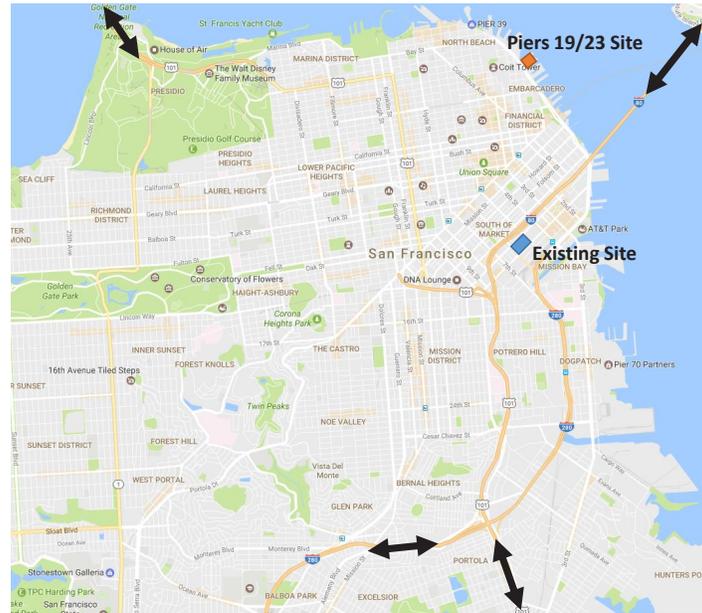
NOT IN PROJECT	
EXTRA OFFICE SPACE - 1ST FLOOR	2,294 SF
EXTRA OFFICE SPACE - 2ND FLOOR	5,263 SF
NOT IN PROJECT	6,660 SF
PIER 23 CAFE STORAGE	1,430 SF
TOTAL	15,647 SF



FLOWER MART TEMPORARY SITE TRAFFIC CONDITIONS

(Analysis completed by Nelson\Nygaard Consulting on behalf of Kilroy Realty Corp.)

SITE REFERENCE MAP / INTERSECTIONS STUDIED



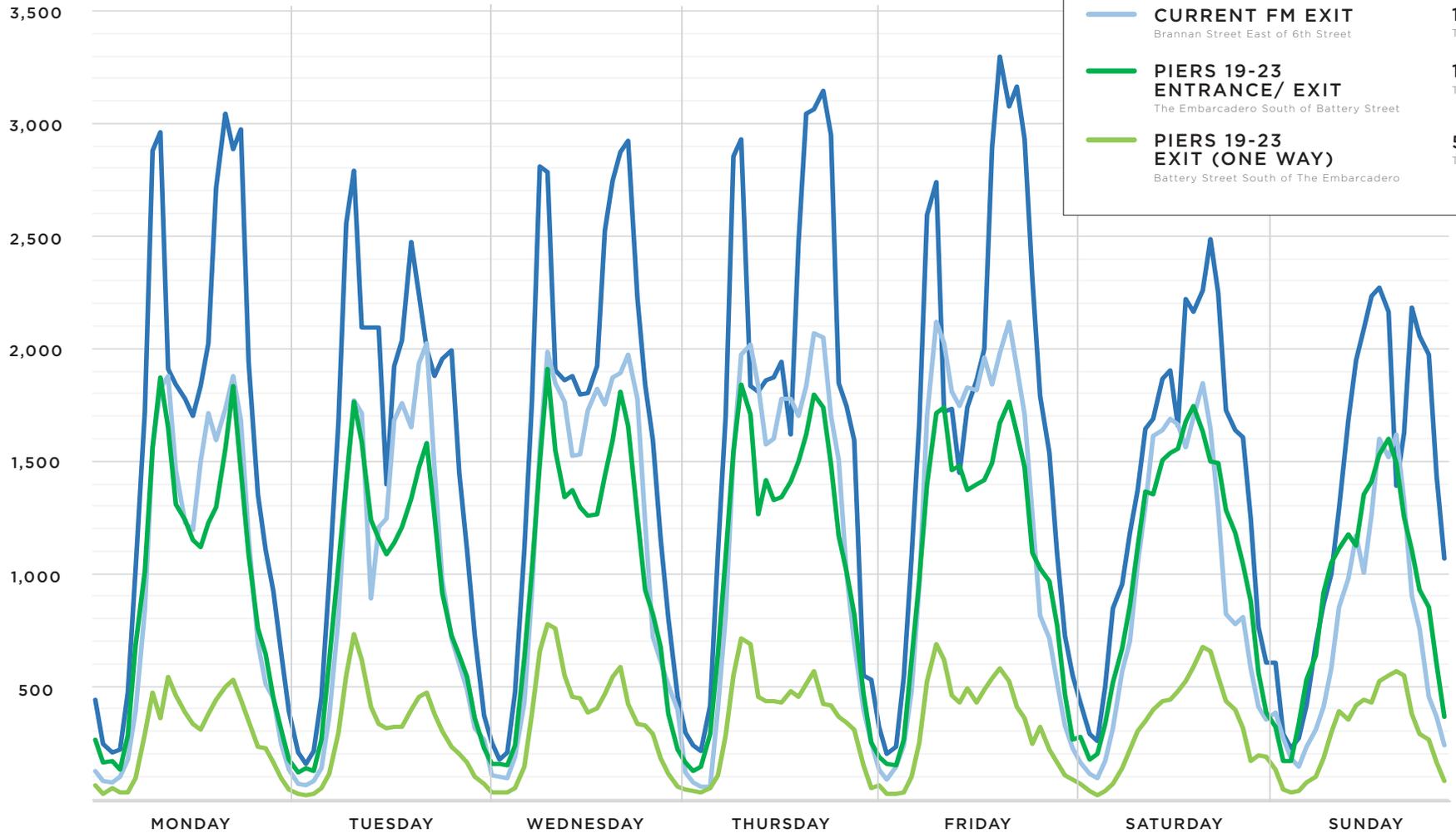
TRAVEL TIME ANALYSIS TO FLOWER MART (3:00 AM)

FROM	TO		Average Difference
	Existing Site	Piers 19/23	
North Bay	16-20 min	10-16 min	-5 min
South Bay (via 280 or 101)	4-5 min	10-18 min	+10 min
East Bay	4-6 min	7-12 min	+5 min

TRAVEL TIME ANALYSIS FROM FLOWER MART (6:00 AM & 8:00 AM)

FROM		TO		
		North Bay (Doyle Drive)	South Bay (280/101)	East Bay (Yerba Buena Island)
Existing Site	6:00 am	14-26 min	4-7 min	4-7 min
	8:00 am	16-40 min	4-14 min	6-10 min
Piers 19/23	6:00 am	9-18 min	12-24 min	8-16 min
	8:00 am	10-22 min	14-35 min	10-22 min
Average Difference	6:00 am	-7 min	+13 min	+7 min
	8:00 am	-12 min	+16 min	+8 min

NUMBER OF CARS / HOUR



DAY (24 HOURS)

This study was conducted by IDAX Data Solutions (Traffic and Transportation Data Consultant) in October and November 2017. Data was collected every hour for seven consecutive days on each main thoroughfare adjacent to both the current and proposed interim Flower Mart locations.

WEEKDAY AVERAGE TRAFFIC COMPARISONS

SIXTH ST. NORTH OF BRANNAN ST. VS. THE EMBARCADERO SOUTH OF BATTERY ST.

24 Hours. On Sixth St., north of Brannan St., the weekday average car count for northbound traffic is 18,047 and southbound traffic is 21,847 – or 39,893 in total. Compare this to the weekday average car count on the Embarcadero, south of Battery St., which is 13,335 for northbound traffic and 11,122 for southbound traffic – or 24,457 in total.

Therefore, the Embarcadero, south of Battery St., has 39% less cars on an average weekday than Sixth St., north of Brannan St.

Midnight - Noon. From midnight to noon, the weekday average car count on Sixth St., north of Brannan St., is 6,736 for northbound traffic and 8,751 for southbound traffic – or 15,487 in total. Compare this to the midnight to noon weekday average car count on the Embarcadero, south of Battery St., which is 5,415 for northbound traffic and 4,788 for southbound traffic – or 10,202 in total.

Therefore, the Embarcadero, south of Battery St., has 34% less cars on an average weekday from midnight to noon than Sixth St., north of Brannan St.

Noon - Midnight. From noon to midnight, the weekday average car count on Sixth St., north of Brannan St., is 11,311 for northbound traffic and 13,095 for southbound traffic – or 24,406 in total. Compare this to the noon to midnight weekday average car count on the Embarcadero, south of Battery St., which is 7,920 for northbound traffic and 6,335 for southbound traffic – or 14,255 in total.

Therefore, the Embarcadero, south of Battery St., has 42% less cars on an average weekday from noon to midnight than Sixth St., north of Brannan St.

6:00 AM to 8:00 AM. From 6:00 AM to 8:00 AM, the weekday average car count on Sixth St., north of Brannan St., is 2,127 for northbound traffic and 2,319 for southbound traffic – or 2,505 in total. Compare this to the 6:00 AM to 8:00 AM weekday average car count on the Embarcadero, south of Battery St., which is 1,290 for northbound traffic and 1,215 for southbound traffic – or 2,505 in total.

Therefore, the Embarcadero, south of Battery St., has 44% less cars on an average weekday from 6:00 AM to 8:00 AM than Sixth St., north of Brannan St.

AM Peak. During the AM Peak, which occurs from 7:00 AM to 9:00 AM, the weekday average car count on Sixth St., north of Brannan St., is 2,630 for northbound traffic and 2,950 for southbound traffic – or 5,579 in total. Compare this to the AM Peak weekday average car count on the Embarcadero, south of Battery St., which is 1,603 for northbound traffic and 1,698 for southbound traffic – or 3,300 in total.

Therefore, the Embarcadero, south of Battery St., has 41% less cars on an average weekday during the AM Peak from 7:00 AM to 9:00 AM than Sixth St., north of Brannan St.

PM Peak. During the PM Peak, which occurs from 4:00 PM to 6:00 PM, the weekday average car count on Sixth St., north of Brannan St., is 2,526 for northbound traffic and 3,128 for southbound traffic – or 5,654 in total. Compare this to the PM Peak weekday average car count on the Embarcadero, south of Battery St., which is 1,956 for northbound traffic and 1,383 for southbound traffic – or 3,339 in total.

Therefore, the Embarcadero, south of Battery St., has 41% less cars on an average weekday during the PM Peak from 4:00 PM to 6:00 PM than Sixth St., north of Brannan St.