



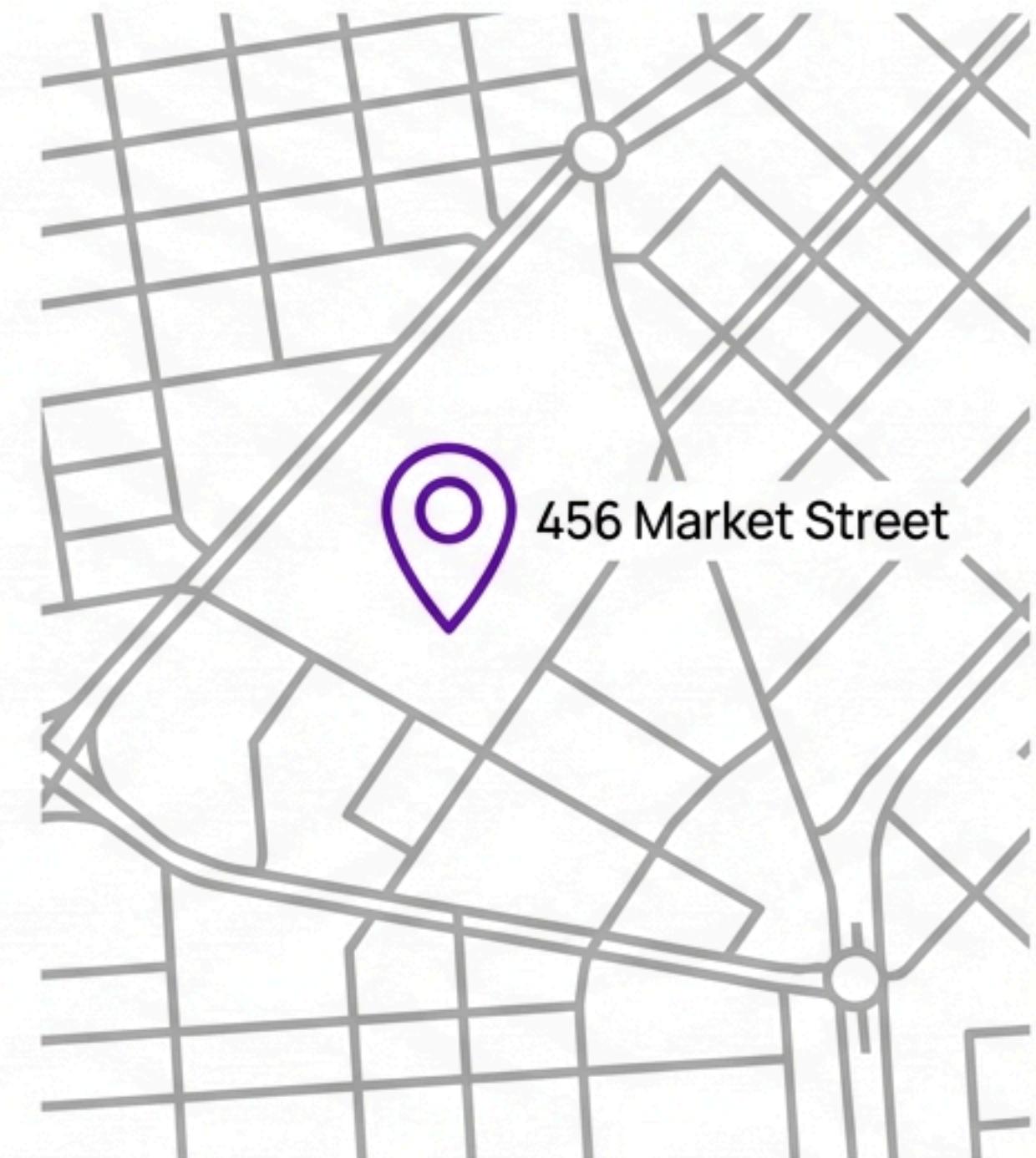
The Golden Triangle's Next Chapter

A Strategic Briefing on the
456 Market Street Development

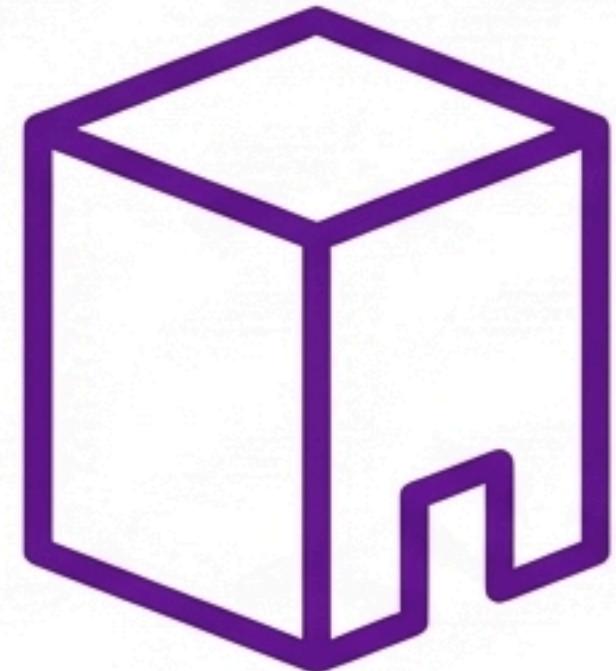
The Largest Investment in Over a Decade is Here

\$68.5M

A **\$68.5 million** development at 456 Market Street marks a transformative moment for the Golden Triangle.



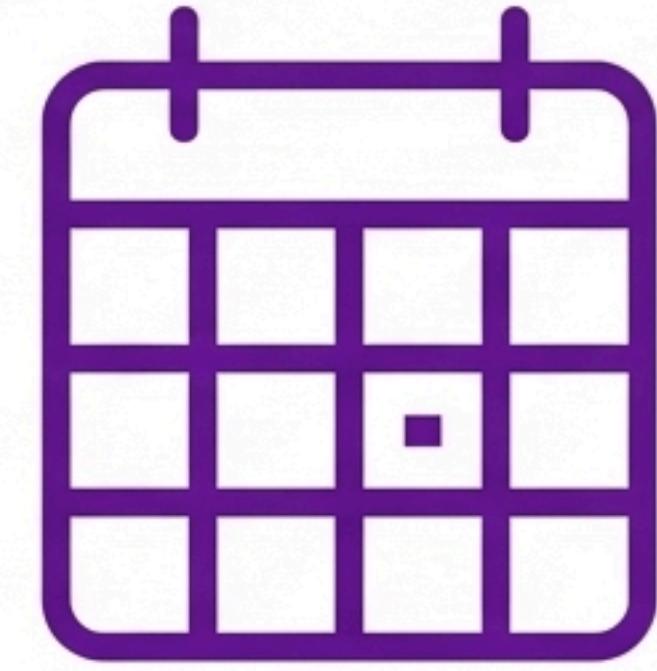
Inside the 456 Market Street Project



Total Size
85,500 sq. ft.



Building Type
6-Story Office & Retail



Target Completion
June 2027

A New Economic Engine for the District

The development presents three primary streams of economic benefit, directly supporting the BID's mission.



New Assessment Revenue: Generated from **8,500 sq. ft.** of new ground-floor retail space.



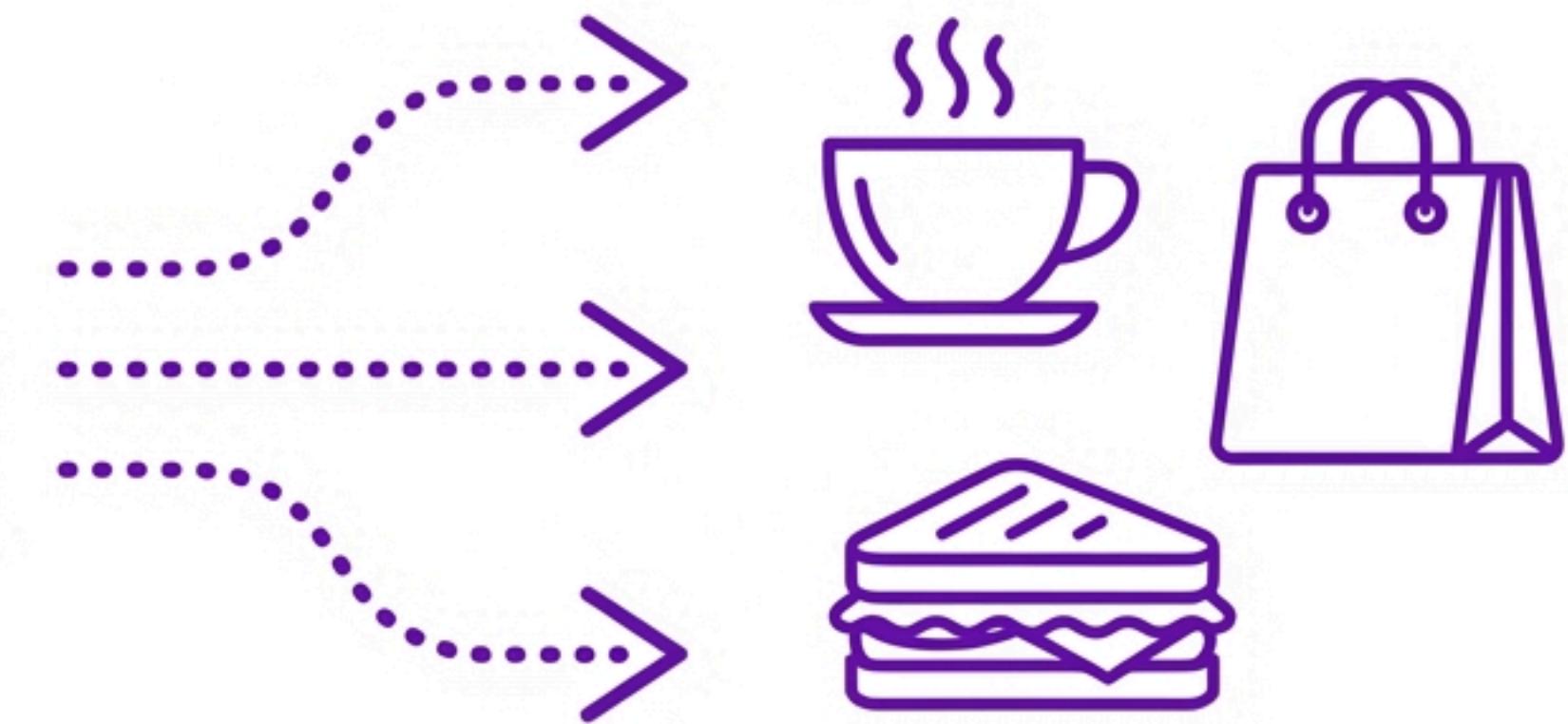
Boosted Foot Traffic: Adding **933+** office and retail workers to the daily population, driving local spending.



Proven Market Confidence: Demonstrated by the developer's payment of nearly **\$2.5M** in city fees.

The Foot Traffic Multiplier: A Major Boost to Local Spending

933+



“A major boost to foot traffic and local spending.”

— Mark Chen, District Insights Analyst

The Challenge: 880 Days of Disruption

880 DAYS



Now

June 2027

- Lane Closures & Traffic Adjustments
- Pedestrian Detours & Rerouting
- Noise, Dust & Environmental Factors
- Direct Impact on Adjacent Businesses

Proactive Mitigation is Essential for Existing Businesses



Shielding existing retail and office tenants from negative impacts is the BID's primary operational challenge during the construction phase.

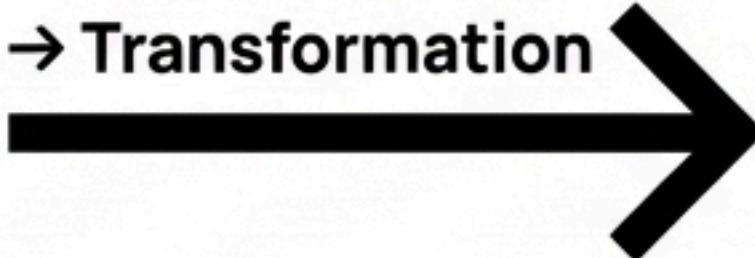
“The BID will need robust mitigation strategies.”

– Mark Chen, District Insights Analyst

Post-2027: A Fundamentally Changed District

Current State

Standard service levels for a professional business district.



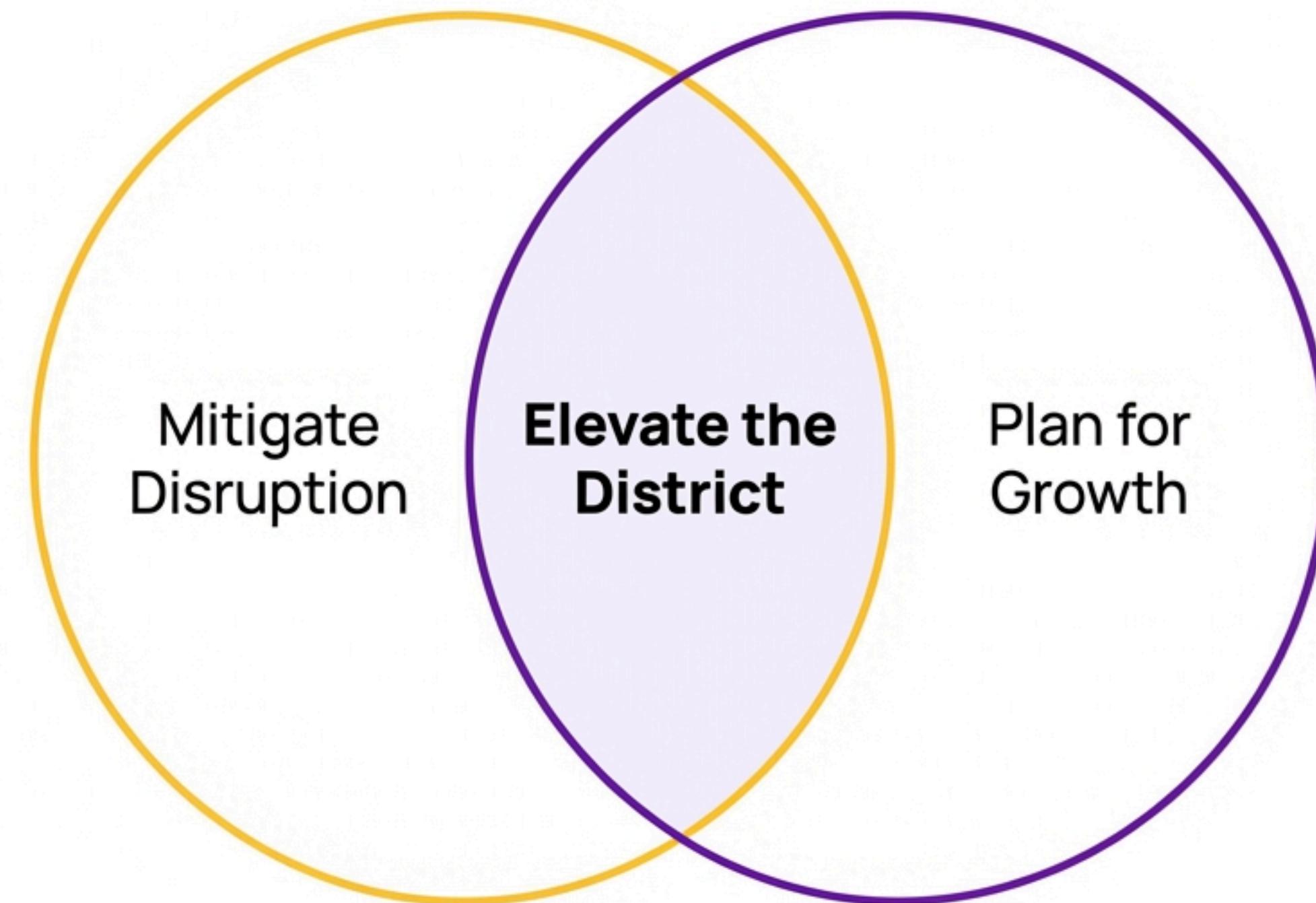
Future State (Post-2027)



- Premium tenants expecting enhanced services (Security, Cleanliness).
- New evening activation opportunities from ground-floor retail.
- Significantly increased service demands—and a larger revenue base to fund them.

The Strategic Imperative: Proactive Engagement is Critical

Our strategy must focus on turning this period of disruption into an opportunity to strengthen community ties and elevate the entire district.



Recommendation 1: Launch a Construction Liaison Program



- Appoint a single, dedicated point of contact for businesses.
- Distribute regular, transparent updates on construction progress and timelines.
- Establish a formal feedback loop for rapid issue resolution.

Recommendation 2: Coordinate on Impact Mitigation



- Partner with the developer and city on clear wayfinding and detour signage.
- Develop and fund 'Open for Business' marketing campaigns for affected retailers.
- Explore cooperative solutions for customer parking and business deliveries.

Recommendation 3: Design the 2028 Service Delivery Plan



- Begin budgeting for increased service demands (e.g., enhanced security, cleaning).
- Develop an event and activation strategy for the new retail plaza.
- Model the financial impact of increased assessment revenue on future capabilities.

A Rare Opportunity to Elevate the Entire District

| Key Opportunities | Our Strategic Response |
|---|--|
|  New Assessment Revenue |  Launch Liaison Program |
|  Increased Foot Traffic & Vitality |  Coordinate Mitigation Efforts |
|  Modernized District Profile |  Plan for Future Service Delivery |

"This is a rare opportunity to elevate the entire district, but it requires strategic planning."

— Mark Chen, District Insights Analyst

Next Steps

- Board discussion and feedback on proposed three-part strategy.
- Motion to authorize staff to develop a formal liaison and mitigation plan for board review.
- Schedule Q1 2026 meeting to review the draft plan and initial budget impact analysis.

This is a Rare Opportunity to Elevate the Entire District



The Golden Triangle development is more than a new building; it's a catalyst. With proactive engagement and strategic planning, we can leverage this investment to secure a more vibrant and prosperous future for the entire district. This requires a commitment to both short-term mitigation and long-term vision.