



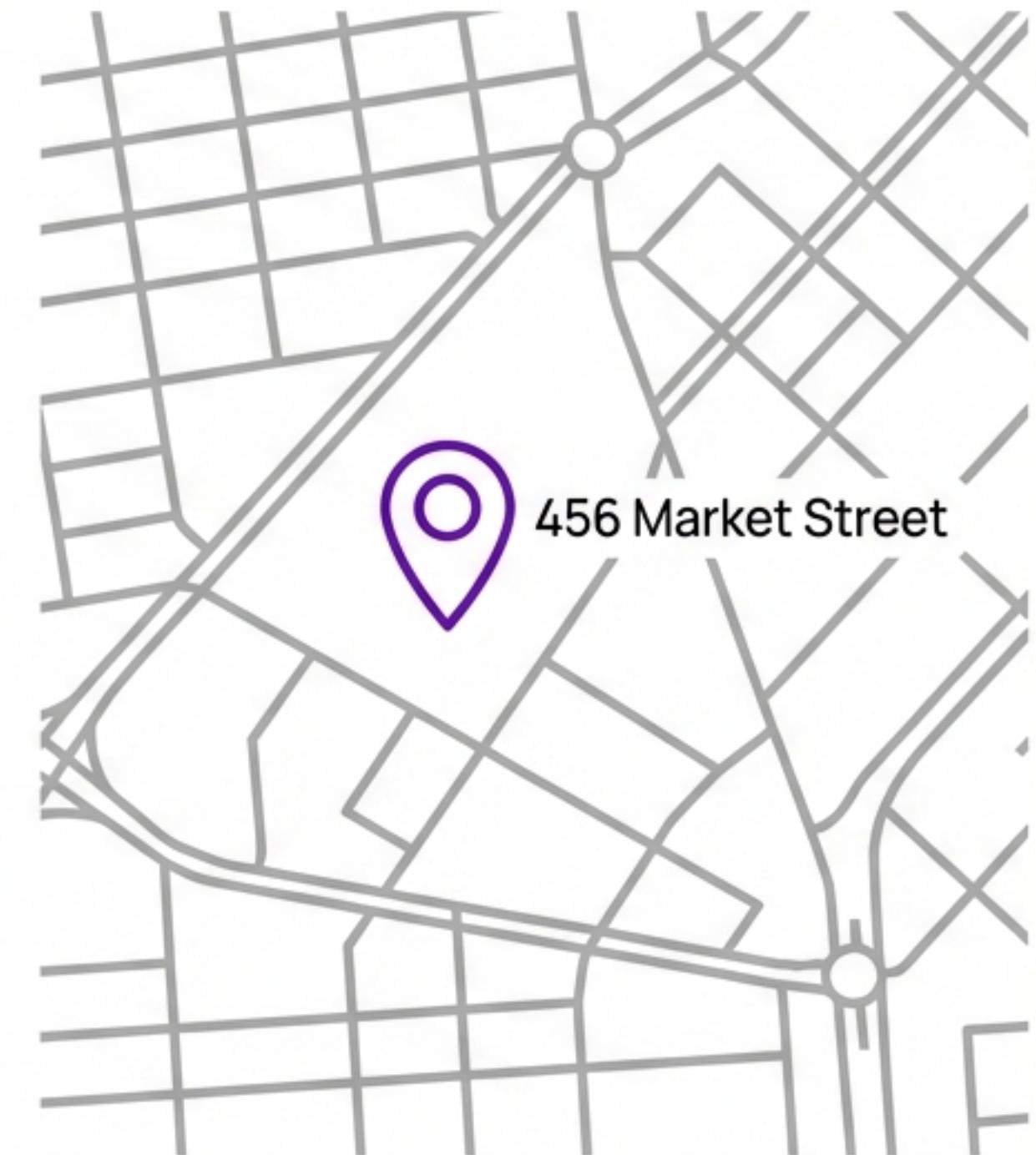
# **The Golden Triangle's Next Chapter**

A Strategic Briefing on the  
456 Market Street Development

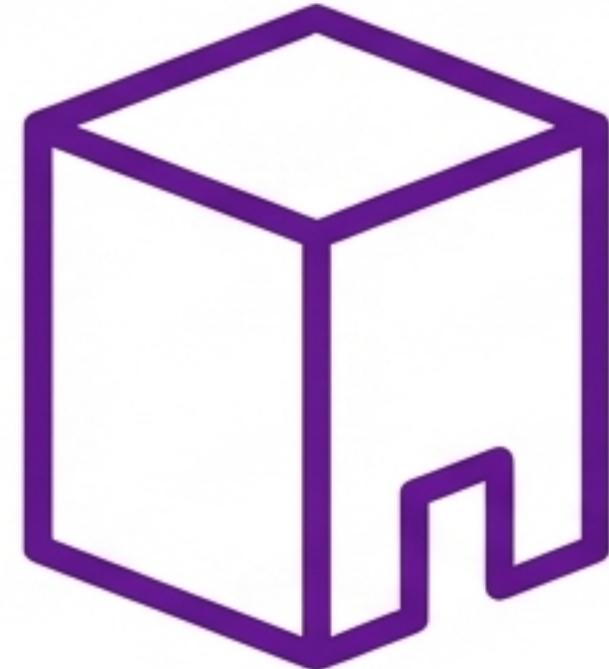
# The Largest Investment in Over a Decade is Here

**\$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.



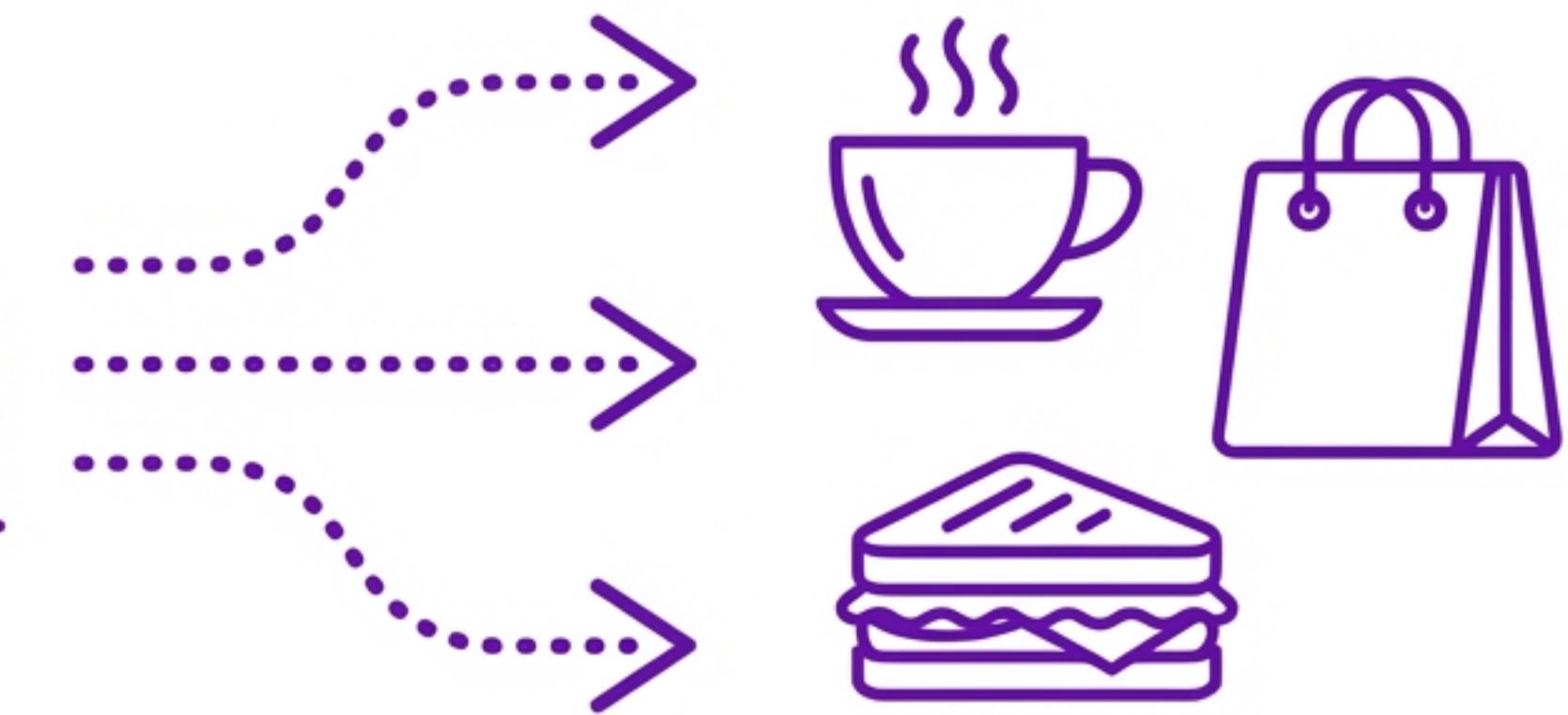
**Boosted Foot Traffic:** Adding **933+** office and retail workers to the daily population, driving local spending.



**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.



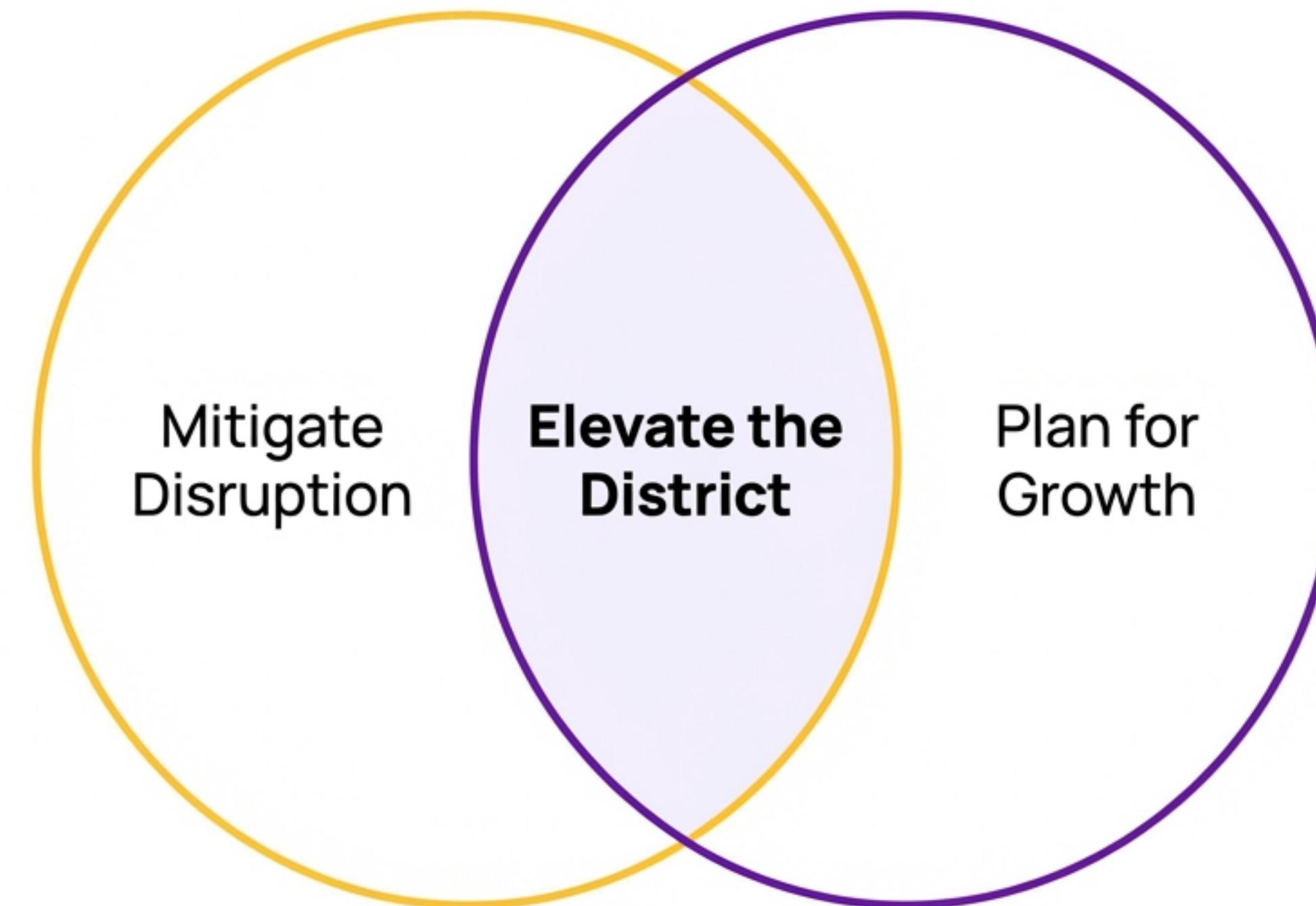
## Future State (Post-2027)



- 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



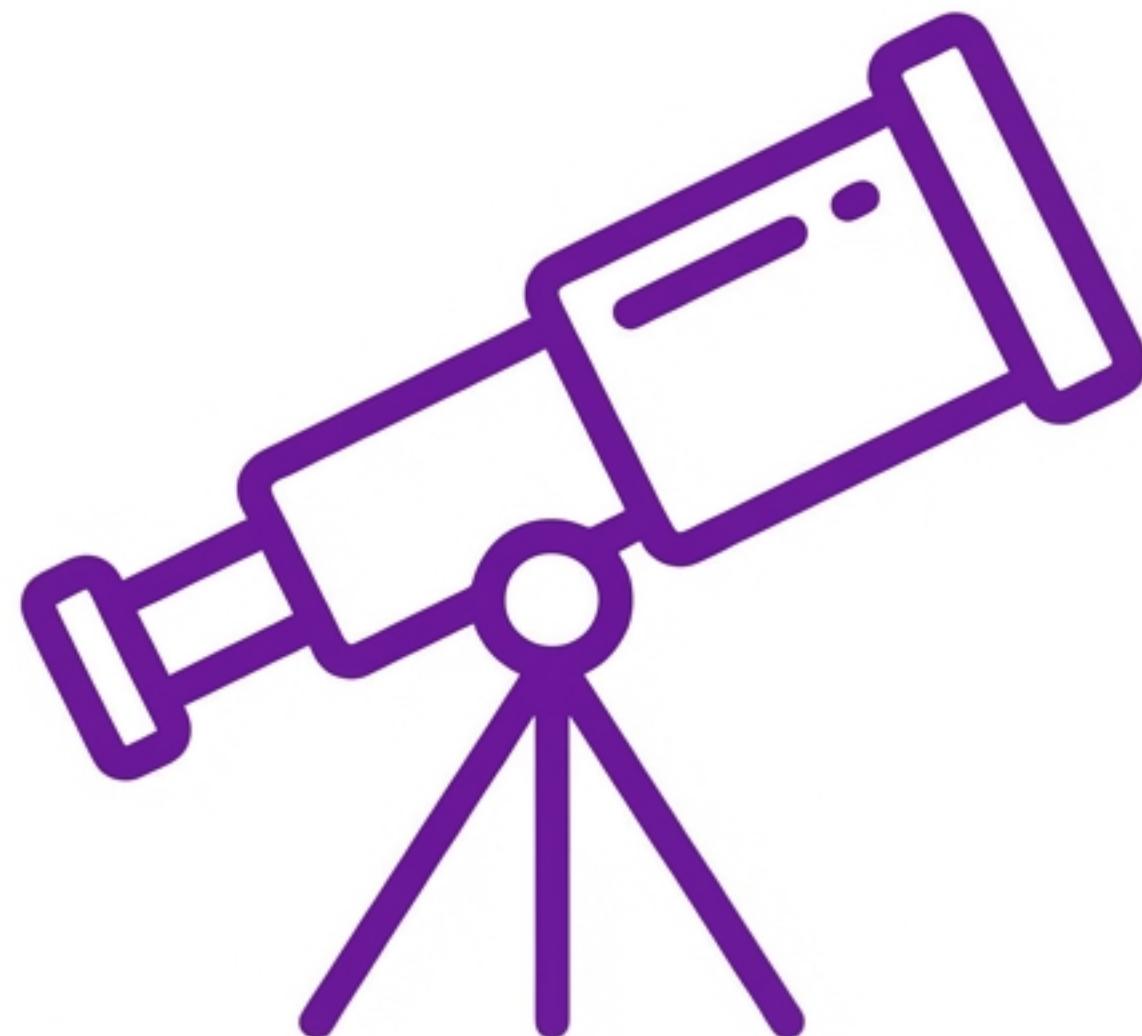
- Appoint a single, dedicated point of contact for businesses.
- Distribute regular, transparent updates on construction progress and timelines.
- Establish a formal feedback loop for rapid issue resolution.

## 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.