

*"A famous city's
most famous
landmark."*

-Herb Caen



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ONE FERRY BUILDING
SAN FRANCISCO / CA 94111

Introduction

WELCOME TO SAN FRANCISCO'S ICONIC FERRY BUILDING MARKETPLACE

Since 1898, the Ferry Building has stood as the gateway to San Francisco; an iconic landmark visited annually by over eight million Bay Area residents and global visitors alike. In 2003, the Marketplace debuted to immediate acclaim as an early trailblazer of the modern food hall. The Ferry Building Marketplace's vision was to serve as a place to support local chefs in developing their concepts and smaller-scale artisans and farmland producers in offering their goods. Today, the Marketplace continues to serve as a destination for delight and discovery where 50 merchants of all sizes offer a variety of food, beverage, groceries, sweet treats and wares that celebrate the best of Bay Area talent and bounty.

The Ferry Building continues to evolve as an innovative, high-profile destination for the next generation of shoppers and diners. The building underwent an extensive, exterior restoration beginning in 2020. Outdoor dining tables were added to the plazas during the pandemic with great success. And a dedicated marketing, public relations and events team leads a variety of initiatives designed to drive visitor traffic and create excitement around the building and its merchants.

The Marketplace represents an extraordinary opportunity to establish a presence in one of San Francisco's most iconic and beloved buildings, whose distinctive merchants include:

- The Slanted Door
- Gott's Roadside
- Hog Island Oyster Co.
- Ferry Plaza Wine Merchant
- Heath Ceramics
- Recciuti Confections

OUR MISSION

- Provide a world-class environment in which to showcase Northern California's best-of food and beverage offerings.
- Serve as a gathering place for the Bay Area community and its visitors to meet and celebrate.
- Seek and incubate local, artisan producers that practice traditional farming or unique production techniques.
- Promote the Bay Area's vast ethnic and cultural diversity through food, products and visitors.
- Collaborate with local authorities to build strong regional ties to the Ferry Building.

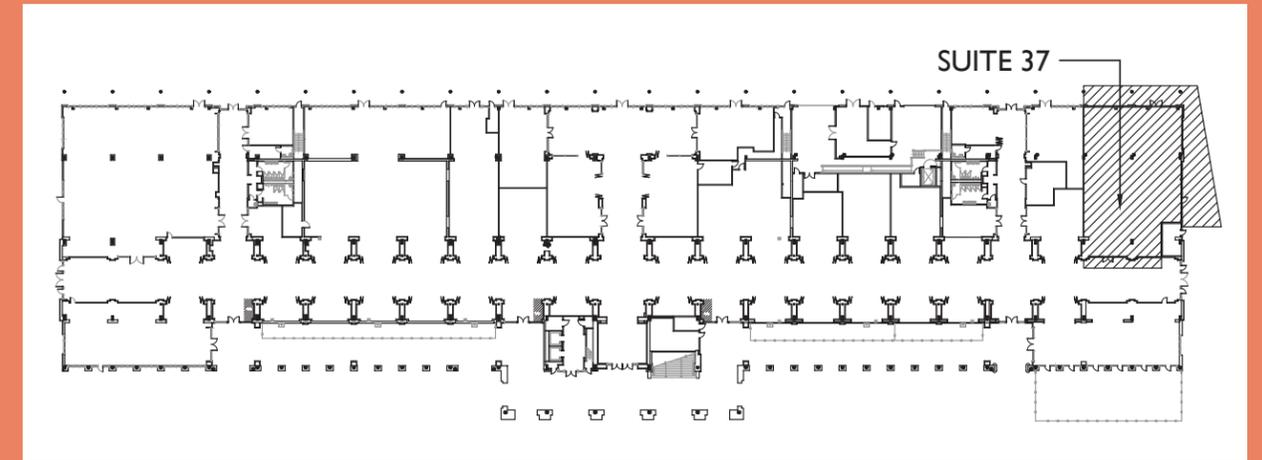
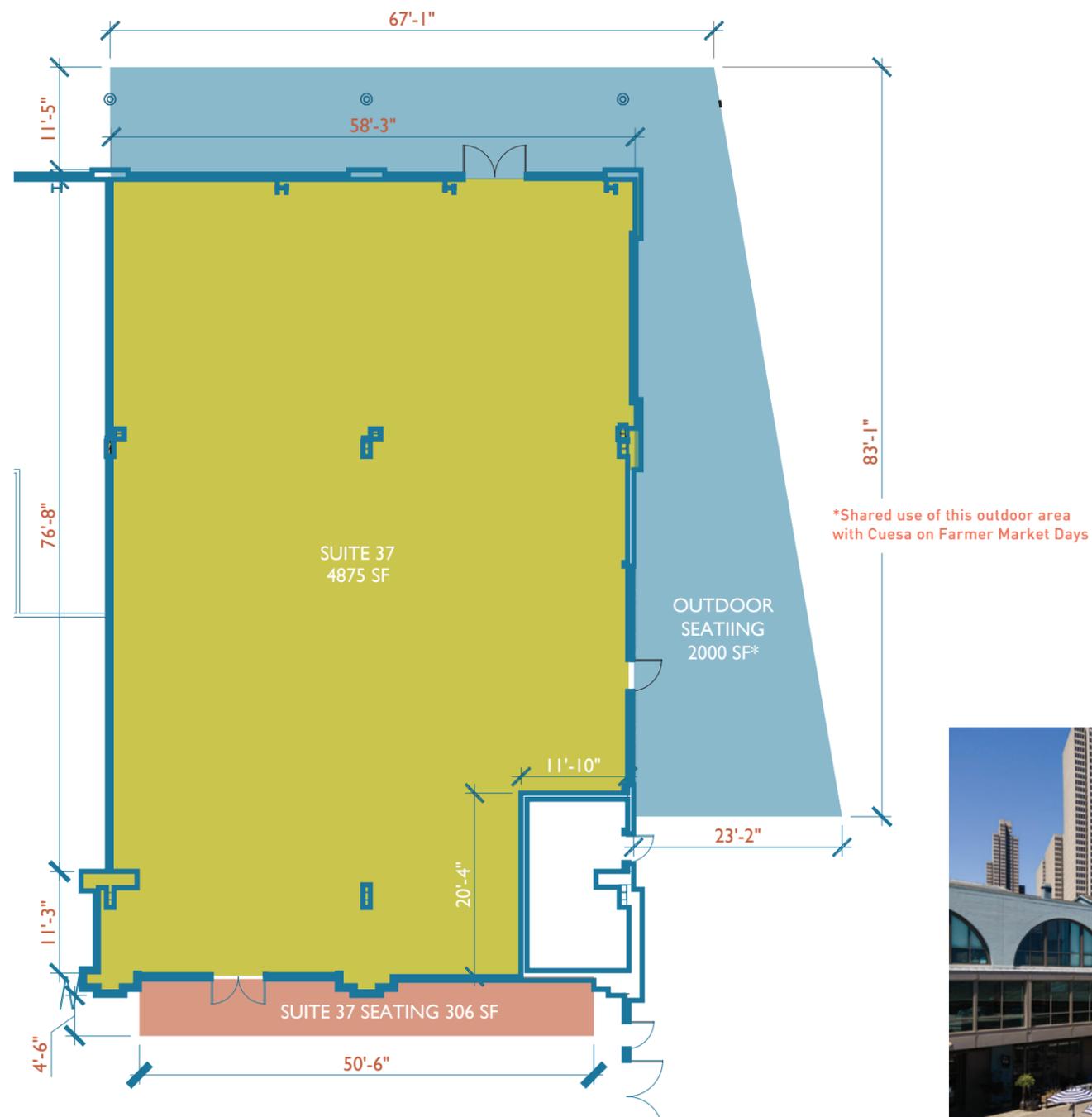
The Building

UNMATCHED FEATURES

- 81,000 SF retail marketplace
- An unbeatable location along the Embarcadero
- A 'must visit' in 500+ international tourist books
- A built-in customer base (two floors of office space above)
- 3x week Farmer's Market
- Back Plaza w/ outdoor seating for 150+
- Free wifi
- Regular events and programming schedule
- Dedicated events & programming manager
- Dedicated PR agency
- Fitwell Certification
- 100% carbon neutral operations



Suite 37



KEYPLAN

UNIQUE QUALITIES

- Premier corner location
- Bay bridge views
- Patio seating
- Rare opportunity for full service restaurant space in the Ferry Building
- Indoor/Outdoor experience
- Can be demised into multiple spaces





Suite 37

Concept rendering



Suite 37

Concept rendering



Suite 37

Concept rendering



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