

1990 **36<sup>TH</sup>** 2025

**NAIOP SAN FRANCISCO BAY AREA  
REAL ESTATE CHALLENGE**







# CHALLENGEHistory



## FOUNDED

Founded 35 Years Ago by Steve Chamberlin



## SITES

35 Site Sponsors



## Participants

350 Student Participants



## Jury & Advisors

More than 215 Jurors & Advisors



## Audience

Close to 9,000 Attendees

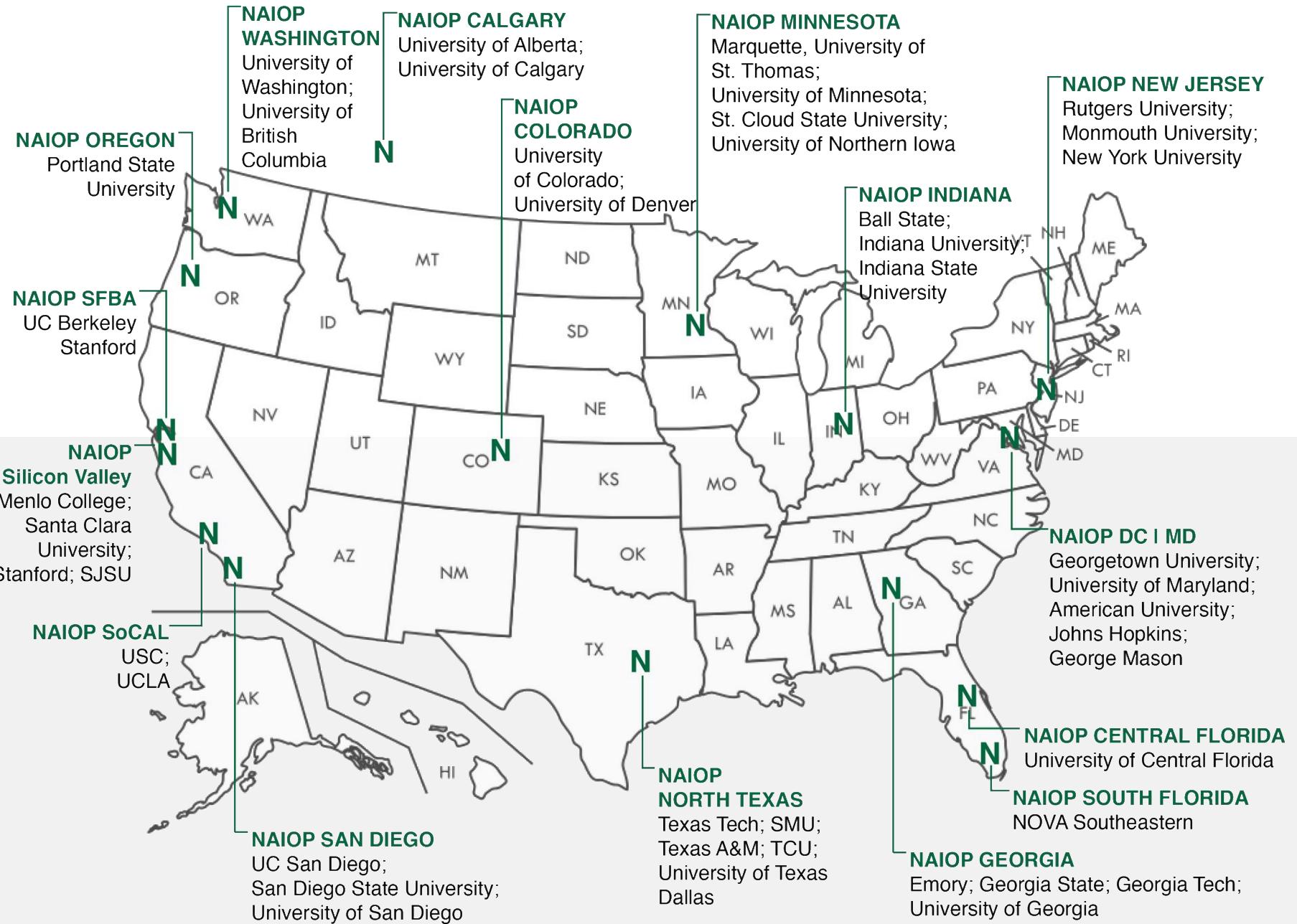


## More Schools

The idea has spread nationwide

# History

## 40+ Participating Schools



# History

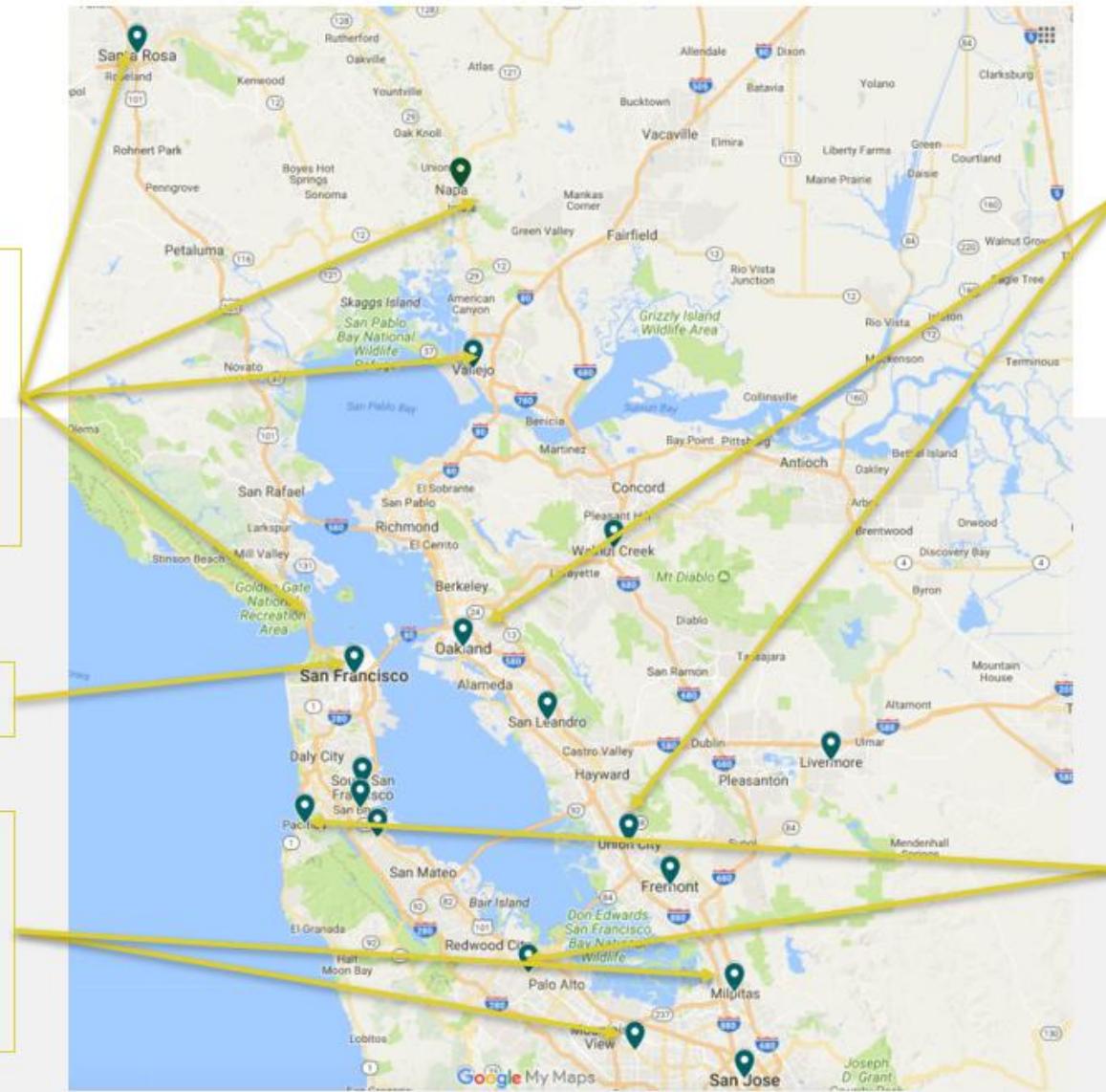
## Past Site Locations

### North Bay (4)

- Vallejo (2)
- Santa Rosa
- Napa
- Sausalito

### San Francisco (12)

- San Jose (3)
- Sunnyvale
- Milpitas



### Alameda/Contra Costa County (8)

- Oakland (3)
- San Leandro
- Union City
- Livermore
- Walnut Creek
- Fremont

### Peninsula (5)

- Menlo Park
- Pacifica
- Millbrae
- South San Francisco
- San Bruno

# Cal 20

1990 Port of Oakland  
1994 Hunter's Pt. Naval Yd.  
1995 San Leandro BART  
1996 Hegenberger Oakland  
1998 Spieker Sunnyvale  
2000 Port of SF, Pier 70  
2001 Mare Island Legacy Partners  
2002 Pacifica Site  
2003 8th and Brannan, SF  
2008 Port of SF, Piers 90-94  
2009 Port of SF, Piers 21-23  
2010 Downtown Walnut Creek  
2011 City of Livermore  
2012 Balboa Reservoir  
2015 Fort Mason, Pier 1



# S 14

2018 Fremont/Warm  
Springs BART  
2019 San Jose Reg. Water  
Facility  
2020 Justin-Siena High  
School  
2022 City of Sausalito  
2023 – SF Market

1991 Menlo Park Site  
1992 Oakland Rotunda  
1993 Santa Rosa Convention  
Center  
1997 Octel Headquarters  
1999 Union City BART  
2004 Goodwill Industries (SJ)  
2005 The Villas Park Merced  
2006 Goodwill Industries (SF)  
2007 Solano Co. Fairgrounds  
2013 Millbrae Yard  
2014 Brooks Hall  
2016 245 S. Spruce Ave., (S. SF)

2017 City of San Bruno Plaza  
2021 Santa Clara VTA Project



ANNOUNCER TARGETED  
Looming recall vote for school board  
trustees pits neighbors against each other.  
BAY AREA & BUSINESS, A9

VEIL FAILS TO IMPRESS  
Movie can't overcome bad script of new part spy series.  
DATEBOOK, B7

**San Francisco Chronicle**  
SFCHRONICLE.COM • TUESDAY, APRIL 30, 2024 • CONTAINS RECYCLED PAPER • \$3.00

**State nears deal to buy discounted naloxone**

Lifesaving opioid reversal drug will be 40% cheaper with CalRx  
By Sophia Bollag

Gov. Gavin Newsom announced Monday that California will soon purchase opioid overdose-reversal drug naloxone below the current market rate through the state's prescription drug label, CalRx.

"California is disrupting the drug industry with CalRx," Newsom said in a statement. "The state is now set to purchase life-saving naloxone for almost half of the current market price — maximizing taxpayer dollars and saving more lives with this miracle drug."

California is contracting with Amneal Pharmaceuticals, which last week secured federal approval for its over-the-counter naloxone nasal spray, generic version of the brand-name drug Narcan. California will pay \$24 for a two-pack of the spray 40% below the current price, according to Newsom's office.

The \$24 price includes shipping and handling but does not include sales tax, according to a state of the contract.

California will begin purchasing the new generic naloxone next month, said Rodriguez, a spokesperson for the California Health Services Agency.

Dr. Mark Ghaly, who leads the agency, said

**S.F. hotels face test in expiring labor contract**

By Roland Li

San Francisco's critical tourism industry has grappled with a slow recovery from the pandemic fueled by a slew of challenges: remote work, decreasing business travel, a lag in the return of high-spending Chinese tourists and public safety concerns.

**Westfield continues on A10**

**Center SF**  
A rendering shows Center SF, a proposed update of the former Westfield mall by a group of UC Berkeley students. It includes a public performance venue and gallery, an educational space and a food hall.

**Students reimagine downtown S.F. mall**

Academia, green space, entertainment seen for ex-Westfield space

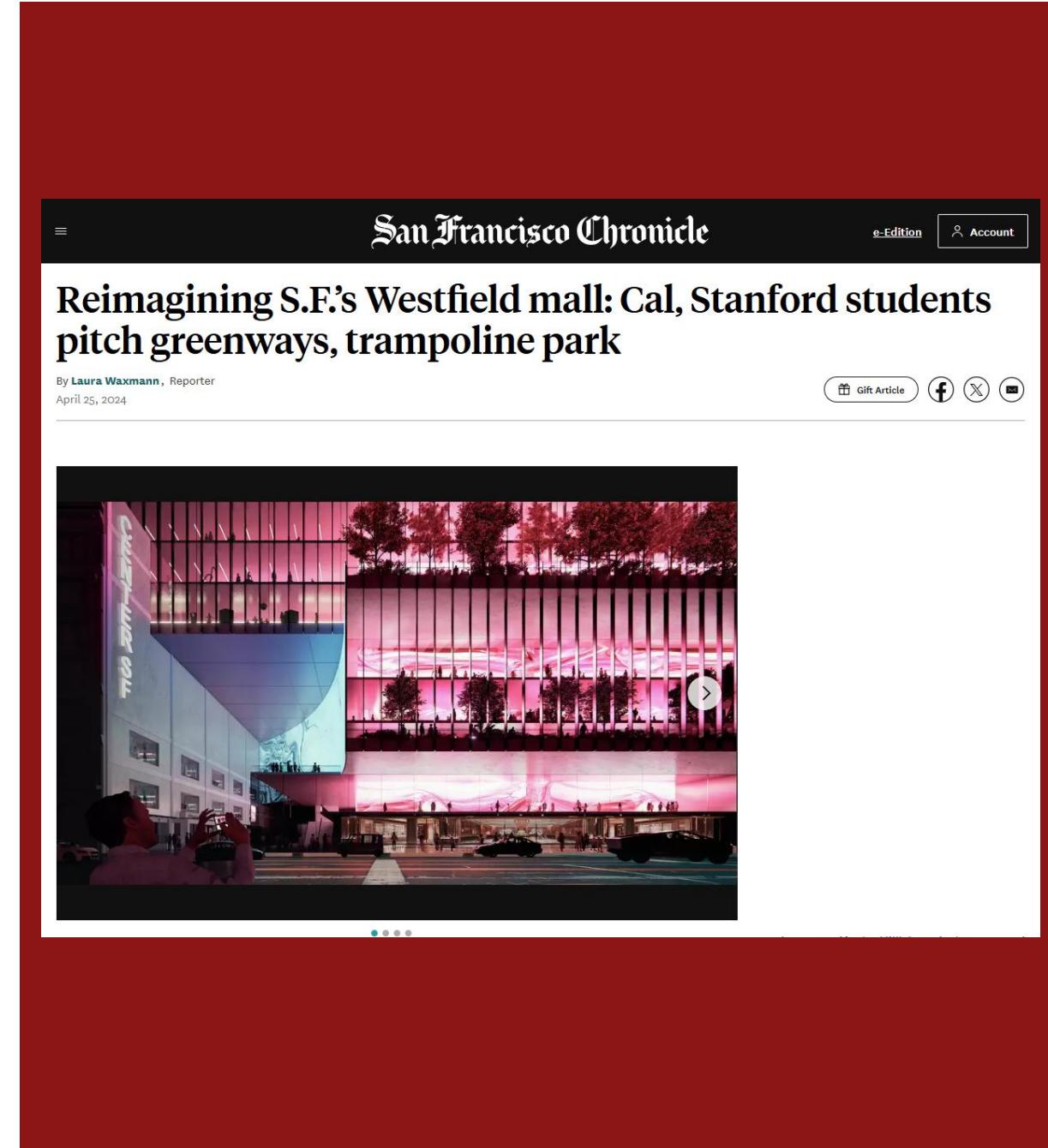
By Laura Waxmann

With the slow death of San Francisco's once-prominent downtown shopping center, ideas to reimagine the former Westfield Centre's future uses have included turning the 6-acre property into a soccer stadium, a university campus and even a life-size Legoland.

On Wednesday, government officials tasked with reactivating the city's ailing downtown and some of San Francisco's top developers were pitched creative solutions for the mall's second act by two competing groups of graduate students studying design, development and architecture at Stanford University and UC Berkeley.

Imagine an adaptive reuse project bringing residents, academia, shopping, green space and entertainment all under the mall's glittering dome. The entrance at 865 Market St. would lead into an open-air rotunda garden anchored by a five-story art installation. The 2.2-acre privately owned, publicly accessible green space would connect Market and Mission streets, which flank the front and back of the mall.

The Sequoia, as the Stanford group called its reimagined mall, would offer close to 200,000 square feet of retail, restaurants and office space.



**San Francisco Chronicle**

**Reimagining S.F.'s Westfield mall: Cal, Stanford students pitch greenways, trampoline park**

By Laura Waxmann, Reporter  
April 25, 2024

**Gift Article**   





# About World Expositions

- World Expos, often referred to as 'cultural Olympics', occur every five years and last approximately six months.
- Global nations gather to share current and future solutions to address the 'universal challenges of our time'.
- The selected host country provides the site, infrastructure, and logistics while the participating countries build or rent pavilions that they must deconstruct at the end of the Expo.
- HOK's 2020 Dubai World Expo attracted ~25M visitors with peak days of 200,000 to 300,000 visitors.
- Dubai Expo was ~850ac; Riyadh is projected to be ~1,000ac.
- The intent is that an Expo leaves behind generational infrastructure for host cities and communities to use for their betterment.

# San Francisco World Expo 2035 Opportunities

- Combination of large, assembled properties at Hunters Point & Candlestick linked to a waterfront 'necklace' of Expo venues.
- Showcase SF's unmatched waterfront destinations, landmarks and vistas.
- Bring critical infrastructure, ground improvements and community benefits to SE Neighborhoods.
- From 1915 to 2035 - a new southern gateway to San Francisco!







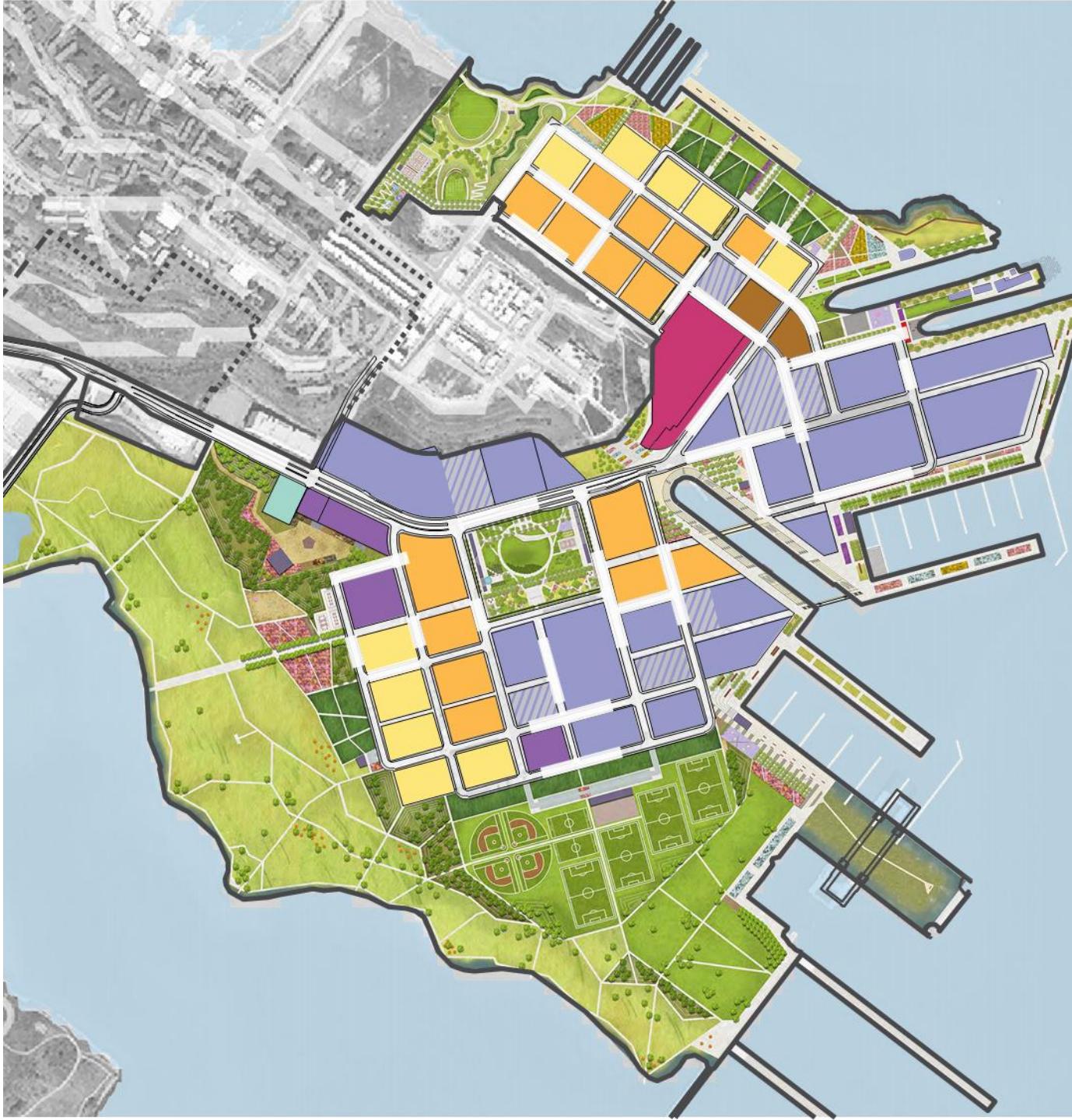




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## The Challenge

1. Propose permanent site infrastructure and associated funding to support the Expo and future neighborhood
2. Concept layout of 13 temporary pavilions
3. Propose vision and location for a "centerpiece" anchor pavilion to be permanent
4. Explore post-Expo programming



## Secondary Objectives

1. Open space programming, climate resiliency
2. “String of Pearls” connectivity
3. Interplay with existing historic and art features on site
4. Evening activation



Artist's rendering conceptual only. Proposed land use is conceptual only.

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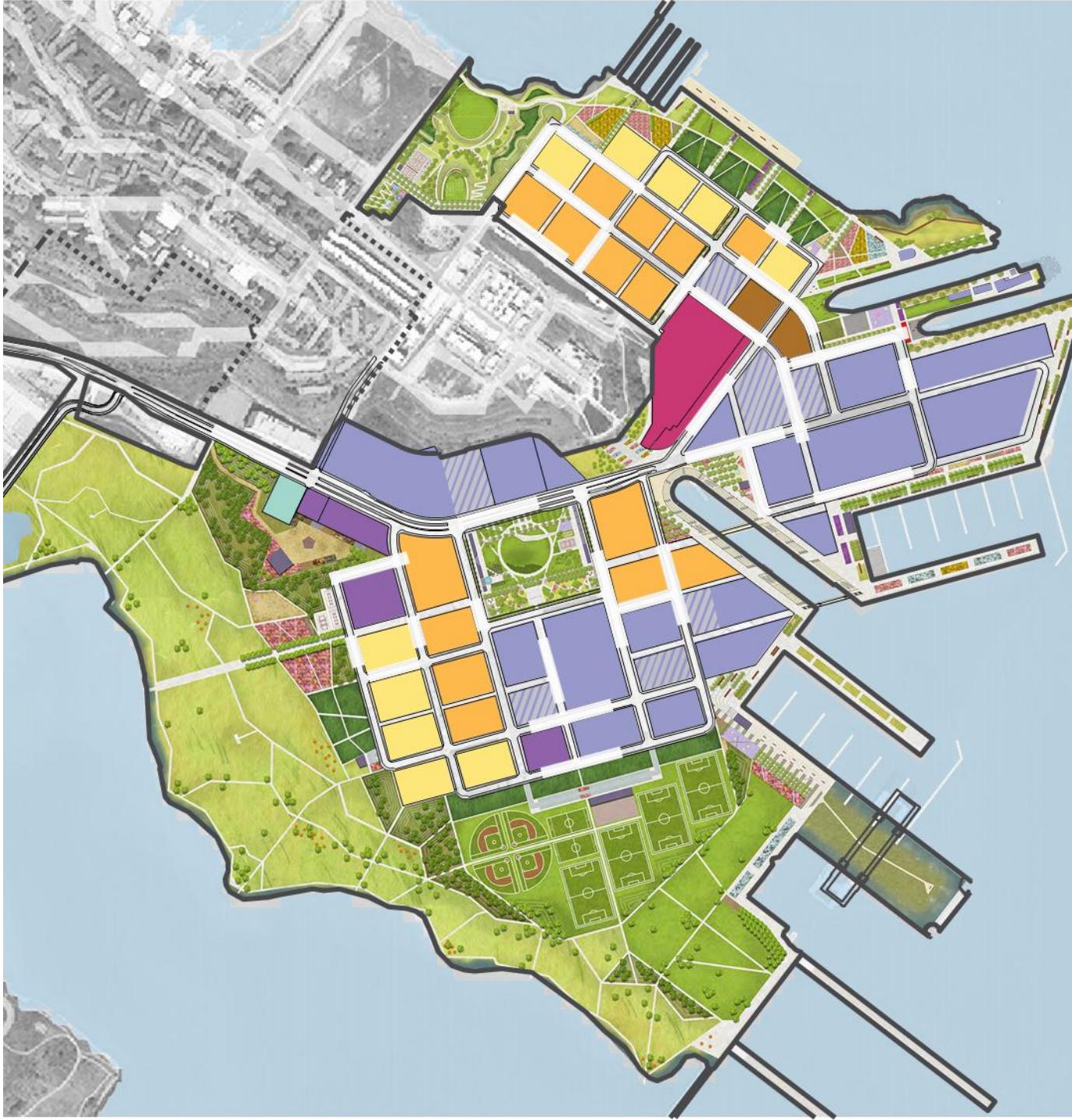
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## Key Assumptions

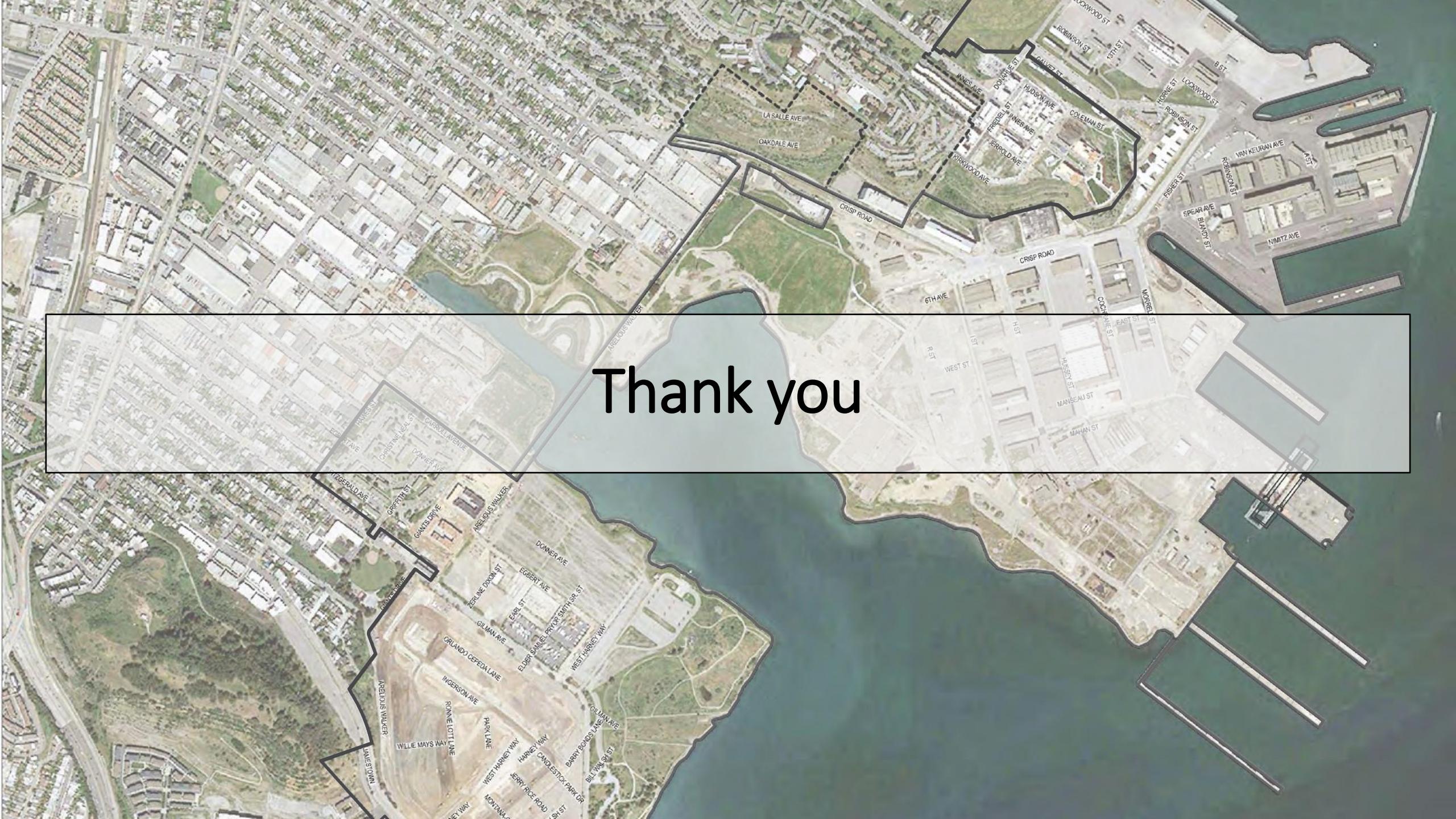
1. No changes to the Hunters Point Shipyard land use plan
2. Candlestick Point site includes only park/open space area for expo programming
3. Private ownership of any parcels within this area remain in private control
4. State park land remains under control of the state
5. Assume no structures within the designated open space areas



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Thank you