South San Francisco

Industrious • Innovative • Room to Grow
Gateway of Pacific sets a new standard for collaborative research campuses with an amenity rich environment that inspires innovation and discovery at the front door to South San Francisco’s flourishing biotechnology community.
A letter from the city manager

South San Francisco proudly remains “The Industrial City,” redefined as industrious, entrepreneurial, and innovative. Our progressive city values big thinkers that are changing the world. As home to the largest biotechnology cluster in the world, with over 220 life sciences companies, and a growing tech sector, we are changing the world.

No one does life science better than South San Francisco. We have 40 years of experience serving biotech firms, and can help get your biotech project approved, and built, faster than anyone else. We have over 12 million square feet of lab space in operation, and an additional 12 million square feet in the development pipeline. Our cluster includes pharma giants like Merck and Abbvie, Google/Alphabet, companies like Verily and Calico Labs, and biotech giants like Genentech and Amgen.

South San Francisco is also home to numerous tech firms, and fintech giant Stripe is building their new, iconic headquarters along our bayfront. Our list of big thinkers includes robotics and advanced manufacturing firms, like Glydways and Zipline, and online retailers such as StitchFix. South San Francisco is the world headquarters for See’s Candies, along with ACME Bread, Plenty, and other next-generation, innovative food companies. If you have a dream, and need a city partner with passion and energy to help you make that dream a reality, South San Francisco is that partner.

Located at the connection point between San Francisco and Silicon Valley, South San Francisco is one of the most connected cities in the Bay Area. We have thousands of new housing units under construction or fully approved, with more to come. Our city is served by our ferry service, two BART stations, our new $225 million Civic Community Campus, including a new library, recreation center, and police headquarters, which has spurred a renaissance of new investment along El Camino Real. Elsewhere in town, the Westborough neighborhood continues to attract upscale restaurants and retail, including a new Mercedes dealership that opens in spring 2021.

South San Francisco is a strong, resilient city, focused on the future even during these difficult times. Our city government is financially strong with an experienced, capable City Council able to invest in the future today. When we all get to the other side of COVID-19, whatever that may look like, South San Francisco residents and businesses will be very well positioned to achieve and succeed due to our current planning and progress.

Thank you for taking time to recognize the gem that is South San Francisco. Our Economic Development team and I are eager to work with you to change the world.

Dream Big!
— Mike
“The City of Industry” has been etched — literally — on the South San Francisco landscape, but the area is better known by its other nickname: The Birthplace of Biotech. As the largest biotech cluster in the world, South City is home to biotech behemoths like Genentech, Amgen, and now Merck, with its newly opened 294,000-square-foot campus. South San Francisco hosts more than 12 million square feet of development dedicated to the life science industry and is in the process of doubling in size and vitality, led by an influx of pharmaceutical and tech investors, with another 6 million-plus square feet under construction and yet another 6 million square feet in planning.

“We are the largest biotech cluster in the world,” says Alex Greenwood, Director of Economic Development for the City of South San Francisco. “There’s a tremendous network of innovation here.”

Genentech led the way more than 40 years ago with a small rented office space for just four employees. Today, the company’s 206-acre South San Francisco corporate headquarters house an advanced research center, manufacturing operations and various business functions. “The company’s growth and expansion has stimulated the emergence of South San Francisco and the Bay Area as one of the world’s largest and most robust life sciences clusters,” says Allen Napetian, Vice President, Site Services at Genentech.

It is perhaps the city’s origins as The City of Industry and its experience with heavy industrial uses that make the area a natural fit for biotech. “Because we’ve been serving the biotech industry for 40 years, we have become experts in the design, engineering and permit issues associated with R&D buildings,” says Greenwood. “That’s why we can respond quickly and decisively during the planning process, and we can get these projects through the permit process faster than any other city.”

An estimated 28,000 biotech professionals work in the city for about 220 biotech companies and Greenwood projects employment to increase to 56,000 over the next 10 years. Genentech alone could add 12,000 workers as it doubles the size of its campus to nine million square feet. “We have a network of biotech executives and leaders who know each other, who trust each other,” says...
Greenwood. “The level of collaboration and innovation is off the hook.”

This concentration of talent is one reason why Amgen, the world’s largest biotech firm, located to South San Francisco in 2004. “Amgen’s close proximity to the broader life-sciences community and its professional organizations provides a forum for our thought leaders to share ideas,” says Christopher Lalli, Corporate Affairs Senior Manager for Amgen South San Francisco. “Also, esteemed educational institutions such as UC Berkeley, Stanford, and UCSF allow us to be an active partner in the educational community to help motivate the next generation of scientists.” Amgen plans to grow its South City presence with a 240,000-square-foot LEED-candidate facility at the Gateway of Pacific Campus.

“City leaders not only welcomed the biotech industry, but were also purposeful about planning for the industry’s growth,” says Napetian, citing an awareness for a robust transportation infrastructure and the availability of housing for all income levels. “We have long partnered with the City of South San Francisco to support its specific needs, and we’re proud to have invested thoughtfully in the infrastructure, projects and initiatives that we believe will truly have an impact on our community.”

With numerous office projects in development, the city will be ready for the talent influx. Phase 3 Real Estate Partners has recently opened the second tower at Genesis, a 21-acre biotech campus featuring modular lab space. Genesis North Tower offers 375,000 square feet, a gym, a conference center, and a seven-story parking structure. Boston Properties and Alexandria Real Estate Equities have announced a joint venture to redevelop existing office buildings on Gateway Boulevard into a 1.7 million-square-foot life science campus that will include a mix of office and lab offerings. Alexandria is also developing several key properties in the area, including a 300,000 R&D campus at 201 Haskins. And IQHQ is planning to build a 213,000 square foot biotechnology center on a two-acre site next to the South San Francisco Caltrain Station.

The city has more than 3,650 homes in its development pipeline, with 20 percent of them accommodating low-income residents and 80 percent at market rate. The downtown Caltrain station will offer better shuttle service to and from Oyster Point and a new pedestrian and bike underpass will make it easier to get from downtown to the city’s biotech hub.

It’s this type of partnership between the biotech companies and the city that makes South San Francisco so unique. “I’d like to say it’s our quaint downtown,” says Mike Futrell, South San Francisco City Manager. “But the truth is there’s an ecosystem in biotech that has been built here. There’s a real entrepreneurial, exciting vibe to biotech in South San Francisco that has not been replicated anywhere in the world.”

Genentech has submitted plans to increase the size of their corporate headquarters campus, from 4.7 million to 9 million sq. ft.

“We are the largest biotech cluster in the world. There’s a tremendous network of innovation here.”

Alex Greenwood, Director of Economic Development, City of South San Francisco
In the birthplace of biotech, connection is the key to discovery. For over 25 years, Biocom has connected life science companies in California to partners and investment that accelerate scientific discoveries into patient care solutions. We enable an environment where biotech, high tech, and medtech can come together and explore new ways of improving the human condition.

One connection can springboard the greatest innovations. Join the Biocom community and help build the future of healthcare.
South San Francisco’s historic downtown is a dynamic of quaint storefronts, modern, stylish housing developments, and elegant historic gems like City Hall – which celebrates its centennial this year – and the recently restored Carnegie Library. The laid-back, up-and-coming neighborhood is now undergoing an economic boom, with upscale restaurants and modern high-rise apartment buildings moving in and up to attract working professionals east of US-101. In 2015, the City Council approved a plan to revitalize South City’s downtown with new housing (1,300 units underway with more to come), a new Caltrain station plaza, open space, new retail shops, and restaurants that rival those in neighboring San Francisco.

One of those earlier vacant storefronts was a magnificent 100-year-old historical bank building featuring white columns over three stories tall on the corner of Grand and Linden. It had been empty for years. “One day I went to dinner with my wife and I saw the building for sale,” says John Akkaya, owner of Andiamo in Banca restaurant, an Italian eatery with a Mediterranean twist. “I told my wife I’m going to buy the building and she said you’re crazy!”

Andiamo in Banca became Akkaya’s third restaurant in San Mateo County. “I always had a desire to open a restaurant in South San Francisco or Daly City. No one saw the future of these two cities, especially South City. It’s a very undervalued city,” he adds.

Grand Avenue is seeing new vitality, thanks in part to a facade program to help existing businesses improve their storefronts, new housing developments and an upgraded streetscape. “We’ll have a much more robust retail and restaurant trade,” says Mike Futrell, South San Francisco’s City Manager. Fourteen new restaurants opened up in the area in the last 24 months.

“I always believed that a good downtown makes a good business city,” says Akkaya. “I see South San Francisco as the jewel of the future because it’s so close to the airport, so close to San Francisco, it’s very convenient to everything.”

Construction around the area has given hope to many businesses that see the potential for more residents moving in. Ken Taylor, owner of The Wine Vault, a fine wine merchant and customizable wine club that has been in South City for 20 years, is preparing for the shift. “We’re getting ready to build out, transitioning to food with a euro-style enoteca, given the nature of what’s happening in the downtown area,” he says. “I saw it 20 years ago when I opened the restaurant that East Grand Ave. corridor would populate and that has come to fruition. Eventually when all this construction is done we’re going to have a neighborhood.”

More than 50,000 commuters come to South San Francisco for work every day and that number will only grow as development in Oyster Point and other neighborhoods continues. A $69 million project to modernize and expand an underutilized Caltrain station on Grand Avenue promises to bridge the divide between South City’s west and east of 101 with a new pedestrian and bike underpass.

“We want high-quality design in our downtown, with jobs, culture, shopping, and housing, close to the freeway and close to transit,” says Greenwood. “We have a zoning code that’s consistent with that vision that makes it easy to get through the process pretty much faster than any other city in the Bay Area.”
jobs in South San Francisco have far outpaced housing production in recent years and it was time for the city to do something about it. “Our city has opened the door and been welcoming to new investment while we’re doing our part to address the state’s housing shortage,” says Alex Greenwood, Director of Economic Development for the City of South San Francisco. Since 2010, the city has added 8,000 jobs and only 750 housing units, but that has since changed with nearly 3,650 housing units in its development pipeline, a 15 percent increase in its housing stock.

“We just have good bones. We have a really good street system, a good downtown, good neighborhoods. This is really a great opportunity for housing development,” says Greenwood.

Residences in the works aim to answer a set of diverse economic and lifestyle needs. For the young professional looking for a taste of city life and quality transit, there’s Cadence, a 260-unit rental project by Sares Regis Group. What was once an old car dealership is now a modern high rise with a rooftop lounge, fitness center, pet-washing station, and club room. Rentals offer views of the San Francisco Bay and San Bruno Mountains and sit just a block away from Grand Ave., at the center of downtown restaurants and shops, and within walking distance to the new Caltrain Station.

Pinefino Apartments, a $30 million project developed by Los Angeles-based Pinewave Development Group, opened in August 2019, the first of the new downtown projects and was fully leased within a month. Altitude Apartments, a pet-friendly, amenity-filled high rise by Fairfield Residential, is currently under construction with plans to open in 2021.

Affordable housing will make up an estimated 20 percent of new residential development in South San Francisco. “On one hand we have these projects that are providing job opportunities and bringing economic vitality to areas where there’s been just blight and vacancy and just a total lack of investment for many decades and that’s really exciting,” says Greenwood. “At the same time, we don’t want to have people get so fatigued with having to afford to live here and having to deal with the traffic that they no longer can live here.” That means working with the community to balance growth with neighborhood preservation.

The Rotary Terrace is an 80-unit affordable senior housing project that overlooks the iconic Sign Hill. “We really had to be quite sen-

### THE NUMBERS

- 3,650 New housing units in the South San Francisco development pipeline.
- 20% Estimated proportion of affordable housing in new development plans.

### A Place to Call Home

Residential development in South City helps to address the Bay Area’s housing shortage as employment continues to rise.

Cadence apartment community features a rooftop lounge, elevated courtyards and fitness center. Its location gives residents views of San Francisco Bay and San Bruno Mountain, access to nearby trails and walkability to artisan breweries, South San Francisco’s historic downtown, and Caltrain.
“We are most excited about the creation of a thriving piece of the South City community.”

Eric Tao, Managing Partner, L37 Partners.

pective in the scaling and massing of the building,” says Paul McElwee, principal at HKIT, the San Francisco-based firm that designed Rotary Terrace. “I think it all came together partly because there was sort of pressure to put something together that would be acceptable by the neighborhood.”

Beacon Development Group, an affordable housing consulting firm, brought in services like adult education, health and wellness and financial education to accommodate residents. The fully booked property, which received a Gold Nugget Award of Merit in the category Best Affordable Senior Housing Community from Pacific Coast Builders Conference, is within the city’s downtown redevelopment subarea with easy access to grocery, retail and Caltrain.

The largest project South San Francisco has seen in 20 years is what has come to be known as PUC, a redevelopment of land that the city purchased from the San Francisco Public Utilities Commission in 2007. San Francisco-based L37 Partners won a competitive bid to reimage the 5.9 acre plot of land. “I believe it was important for the City that the development team would be prepared to listen and respond to neighborhood and environmental concerns,” said Eric Tao, Managing Partner at L37.

Set on an old golf driving range, PUC is made up of 642 market-rate apartments and 158 affordable homes, within a 10-minute walk to the South San Francisco BART Station. “The vision was to find a balance to maximize housing density and minimize the negative impacts of new development,” says Tao. That meant creating parks and open space and setbacks that mitigate the impact of three new complexes.

The site is located along Mission Road, just north of the planned Community Civic Campus. “We are most excited about the creation of a thriving piece of the South City community that will include housing, activities and jobs for many of the residents,” says Tao. “We see our plans for Centennial Way Trail and open space as activating more pedestrian and bicycle transit opportunities.” A playground, daycare center and market hall that will invite small maker businesses, independent retailers and food merchants are intended to turn South San Francisco into a destination and not just a place to work.

“Give us a couple of years and this will be a real jewel in the Bay Area,” says Greenwood.
At Amgen, we believe that the answers to medicine’s most pressing questions are written in the language of our DNA. As pioneers in biotechnology, we use our deep understanding of that language to create vital medicines that address the unmet needs of patients fighting serious illness—to dramatically improve their lives.

For more information about Amgen, our pioneering science and our vital medicines, please visit www.amgen.com

Join Amgen at the forefront of science. Learn more at careers.amgen.com
South San Francisco Development

Office and R&D
1. 494 Forbes Blvd
   Two 4-story Office/R&D buildings totaling 326,010 SF, and a 3-level parking structure on a 3.48-acre site.

2. 328 Building
   130,000 SF office/R&D building and parking structure on a 2.97-acre site.

3. Gateway of Pacific, 700-2000 Gateway Boulevard, 475 Eclips 1,300,000 SF office/R&D campus. Major tenants will include Adobe and Amgen.

4. The Core at Oyster Point, 102 Oyster Point Boulevard Seven building, 884,000 SF office/R&D campus with upscale 185-room hotel (AC Marriott). Major tenants include Axara Zeneca, Five Prime, and Global Blood Therapeutics. Amenities include restaurants, cafes, bowling alley, and 20,000 SF retail.

5. Oyster Point Redevelopment, 379 Oyster Point Boulevard Redevelopment of 60-acre site to include: 2,250,000 SF office/R&D campus, including for tech startups, a major tenant; 300 room upper-upscale hotel; waterfront open space, a new beach, and Bay Trail improvements; expansion of the existing ferry terminal; 40,000 SF of ferry-piers-oriented retail/commercial; remediation of a 1970 landfill; and all new roads, utilities and infrastructure.

6. Genesis, One Tower Plaza and Two Tower Place
   Two office towers totaling 665,000 SF. 24,000 SF commercial, performing arts center, day care center, amenity building with 110-room hotel, wellness center, restaurant, and retail.

Residential/Mixed use
7. 201 Hasskins Way
   281,000 SF office/R&D building and parking garage on a 6.45-acre site.

8. ARI Amenity Building, 685 Gateway Blvd
   New 15,400 SF amenity building and outdoor dining area on a 3-acre site.

9. 499 Forbes Blvd
   129,000 SF office/R&D building and parking structure on a 1.33-acre site.

10. Alexandria-Boston Properties Joint Venture, 751 Gateway Boulevard, 1,700,000 SF office/R&D campus redevelopment project. Includes 200,000 SF office/R&D building at 751 Gateway.

11. 540 Duboce Avenue
   6-story Office/R&D building totaling 213,000 SF.

12. Genentech Campus Master Plan, 410 Allerton Ave
   Proposed expansion of Genentech’s 200-acre corporate headquarters, including 4,700,000 SF of new office, R&D, and manufacturing space.

13. Southline Development, 30 Tanforan Avenue
   2,700,000 SF Office/R&D campus with parking, open space, and amenities.

Commercial
14. Marriott Fairfield Inn & Suites, 127 West Harris
   5-story Hotel with 128 rooms on a 4.117 SF lot.

15. Safeway Shopping Center, 180 El Camino Real Redevelopment of shopping center on 14-acre site, including Safeway and other retail.

16. Best Western Plus, 840 El Camino Real
   5-story hotel with 52 rooms on a 281,132 SF lot.

17. North East Medical Services, 225 South Spruce Avenue
   New, 4-story clinic and medical services building on a 7,000 SF lot.

18. Wyndham Garden, 315 Airport Blvd
   5-story hotel with 115 rooms on a 28,892 SF lot.

19. 701 Airport Blvd
   5-story building with 131 rooms on a 20,239 SF lot.

20. Canalas Hotel, 75 Canalas Avenue
    6-story hotel with 53 rooms on a 46,684 SF lot.

21. Mercedes Benz, 2211-2345 Galate Boulevard
    New automotive sales and service facility for Mercedes Benz of San Francisco.

Civic
37. Caltrain Station Improvement Project, Southeast Corner of Grand Ave and Airport Blvd
    $70 million new train station, including a plaza and bike–pedestrian tunnel connecting the station with Downtown and the city’s bikeway area.

38. SF Community Civic Center Campus
    Intersection of Chestnut/El Camino Real, $325 million civic center including new library, recreation center, police and 9-1-1 dispatch center, open space, and other features.
South San Francisco’s new Community Civic Campus reaffirms the city as a center of innovation in the Bay Area

In 2015, the City of South San Francisco saw an opportunity to invest in services for its citizens and revitalize a strategic part of the El Camino corridor, but it would require an audacious plan and, even riskier, a 1/2-cent sales tax measure that would need voter approval. But with passage of Measure W, the City secured funding to design and build a $210 million civic community campus, on a five-acre site at the City’s most prominent intersection, Westborough & El Camino Real. Today, the first phase of that vision is now under construction. In February 2020, the city broke ground on a new 42,000 sq. ft. police station and 9-1-1 dispatch center. But this is just Phase 1 of an integrated strategy to bring together all city functions: a new police and dispatch center, parks and recreation office, library, community theater and council chambers, as well as 1.3 acres of open space with a plaza for community events and sculpted playgrounds.

“The project design speaks directly to the pride and future aspirations of South San Francisco,” says Juhee Cho, principal of SmithGroup, the architecture firm chosen to design the innovative space. “The building will not only function seamlessly as a one-stop-shop to provide many important services in one location, but it also offers a broad range of expanded activities to the community.”

A Library Discovery Center with a Maker Space, 3D printers, Digital Studio, YouTube Recording Studio, and a multi-purpose Community Room will encourage people of all ages, from all over San Mateo County, to come together to innovate.

“We are re-imagining the role of public libraries in the future,” says Mike Futrell, City Manager of South San Francisco, “where libraries are focused on knowledge creation and innovation—more of a knowledge sharehouse than a knowledge warehouse.”

Ultimately, the vision was to bridge a digital divide within the city. “We have residents who are not part of the knowledge economy,” says Futrell. “This will provide them the tools, instructions, the facilities where they can learn and be a part of this amazing Silicon Valley experience.”

The main structure was designed with one striking and soon-to-be iconic feature, a glass wall system made up of 1,400 glass panels that allow for views that overlook the new park, Sign Hill and the San Bruno Mountain. “The glass enclosure functions both metaphorically and literally as a “Window to the Community,” says Cho.

The project was also a collaborative effort with residents, business owners and city officials. “We held over 75 public forums to determine scope, concepts and the building image and continue to do so to absorb community input as we finalize the detailed aspects of the design,” says Cho.

City workers also weighed in. “It’s like if you got to build yourself a new home and you got to work with your architect and say, ‘No, the kitchen should be bigger or I want this room to face that way,’” says Sharon Ranals, Assistant City Manager and Parks & Recreation Director. “It’s really, for me, a once-in-a-career opportunity to design, to be this involved, and to have this much input on such a fantastic project.”

Getting to the campus will be easier too with plans to create a more direct path from Centennial Way Trail for bikers and pedestrians from the South San Francisco BART station, bus stops along El Camino Real, as well as the city’s Orange Memorial Park. The new Caltrain station developed on Grand Avenue will help expand pedestrian access points even further.

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Mike Futrell, City Manager, South San Francisco
South San Francisco is one of the most connected, transit-friendly cities in the Bay Area – served by two BART stations, Caltrain, the SF Ferry, extensive bike trails and bus service, three U.S. freeways, and San Francisco International Airport literally right next door. The city’s transportation infrastructure, combined with its central location, has always been a key reason for its economic success.

Now, several exciting and visionary projects will ensure that residents and workers will be able to seamlessly, conveniently access the city for generations to come:

**Expanded Ferry & Water Taxi Service**
The Oyster Point Ferry Terminal—the only operating ferry service in San Mateo County—connects the South San Francisco to Alameda, Jack London Square in Oakland, and the San Francisco Ferry Building. The City is now partnering with the San Mateo County Transportation authority to plan for development of a new $20 million ferry and water taxi terminal, to be located adjacent to the existing ferry terminal. This new facility will offer food and other amenities; and it will enable public water taxi service as well as private ferry service between San Francisco and Oyster Point – with the transit time estimated at 20 minutes. In addition, Ferry service to the East Bay is being expanded with about 50% more frequent trips.

**New Caltrain Station**
Caltrain plans to increase its train service to South San Francisco by 400%, to eight trains per hour, and at the same time is building a stunning new train station with a bike/pedestrian plaza. “For the first time, you’ll be able to live downtown and ride your bike or walk directly to where the jobs are east of the 101,” says Mike Futrell, South San Francisco City Manager.

The estimated $71.6 million project, part of South San Francisco’s Mobility 20/20 plan to address traffic congestion and improve access to public transit east of 101, was supported by voters and the San Mateo County Transit Authority. The project includes a bicycle and pedestrian tunnel that starts at the foot of Grand Avenue and ends one the east side of 101, where most of the biotech jobs are located. Caltrain is also adding a new median platform, a pedestrian tunnel and bike path connecting to downtown and East Grand Avenue, and a shuttle loading area along Poletti Way. Caltrain expects South San Francisco Station to serve roughly 5,000 to 7,000 passengers by 2040, ten to fourteen times greater than today. A plaza with retail shops and restaurants will make the station more incorporated in the downtown and more attractive for riders.

**Expanded Bike/Pedestrian Trail**
In 2008, the city funded a beautifully landscaped bike and pedestrian boulevard called Centennial Way Trail to commemorate the City’s 100th birthday. The trail runs through the center of town, between the San Bruno and South San Francisco BART stations, and is used to solve the “last mile” by BART patrons traveling to nearby businesses like Stitch Fix or See’s Candies. But the trail also serves as a park for local residents, and provides access to an adjacent dog park and Orange Memorial Park.

The City is now partnering with local biotechnology firms to vastly expand the local network of bike trails, by converting an old railroad spur line to trails that will connect the center of the city to the Bay Trail, which runs along the eastern waterfront of the city.

**Glydways**
The City is partnering with Glydways – a transportation firm based in South San Francisco that has developed a mass transit solution to address last-mile connectivity in urban environments. The Glydways system uses autonomous, energy-efficient electric vehicles, which operate on a dedicated network. Commuters can call for a vehicle to pick them up and deliver them to their destination on-demand. South San Francisco is working with Glydways to explore a potential 1.36-mile pilot project to connect the Ferry Terminal and Genentech campuses to local and regional transit hubs.
Lane Partners’ “Southline” Vision

Location, amenities and infrastructure for tech and biotech

Menlo Park-based Lane Partners has assembled 26.5 acres of industrial land in South San Francisco – and they have an ambitious plan to transform the area into a 3,000,000 square foot campus of modern Class A office and lab space. Dubbed the Southline Project, this visionary development will be designed to accommodate both tech and biotech tenants – reflecting the fact that it is located in close proximity to both the headquarters of YouTube (to the south) and Genentech and the rest of South San Francisco’s life sciences cluster (to the north)

Southline is located across the street from the San Bruno BART Station, less than ¾ mile from Caltrain, and directly adjacent to the Shops at Tanforan. Plans call for eight midrise buildings (up to seven stories) plus an 88,000 sq. ft. amenity building that will include retail, fitness, food, an auditorium and event space. There will also be a one-acre public plaza that is envisioned to include a beer garden, bike shop, bowling alley, and food truck parking.

Lane Partners has joined with investor Goldman Sachs to finance the deal, and they are in the process of obtaining land use approvals for the project. According to Marcus Gilmour, partner at Lane, they plan to begin construction in early 2022 and build the project in phases over the next three to five years.

Looking to the Next 20 Years

South San Francisco engages the community in New General Plan process

The City of South San Francisco has embarked on a comprehensive update to the SSF General Plan, referred to as ‘Shape SSF 2040,’ to create a forward-looking blueprint of the City’s vision for the future. This revised policy document will replace the 1999 General Plan.

As part of this process, the City will be updating its General Plan, Zoning Code, Climate Action Plan, and associated Environmental Impact Report concurrently.

Shape SSF 2040 will address future land use, growth, modes of transportation, housing, safety, conservation, open space and parks, noise, public health and social equity, sustainability, sea level rise, and economic development.

While the General Plan articulates a vision for the city, broad objectives such as “quality of life” and “community character” are meaningful only if they can be implemented – the General Plan will clearly set forth new actions and programs to be undertaken by the City, accompanied by policies that focus on what is concrete and achievable.

The General Plan is designed to be flexible and easily updatable in the future; it is quite common for cities to update their General Plans to adjust to regional demands and market forces between real estate cycles, as well as a community’s specific desires and goals that may get reprioritized.

The City Council selected the Raimi + Associates consultant team to guide the planning effort. The process includes substantial community engagement and meetings with the General Plan Community Advisory Committee (GPCAC), Planning Commission, and City Council.

The consultant team has completed background reports and community outreach on vision, guiding principles and land use alternatives. The process was begun with a joint City Council and Planning Commission study session on April 29, 2019. Staff and the consultant team then held a series of community meetings during August/September of 2019 to engage residents and businesses. Those meetings were followed by a series of community workshops and meetings in December and January to discuss priority community issues and draft vision and guiding principles. An online visioning survey was launched in June 2020, garnering more than 200 comments. The GPCAC also hosted three community educational forums that discussed emerging trends in mobility, housing affordability, and regional and local economic trends.

Building on the community input, staff and the consultant team prepared draft land use alternative maps. In the next step, staff and the consultant team will prepare the preferred General Plan land use map. After the preferred land use map is discussed with the community at a series of outreach meetings, the team will present the map to the Planning Commission and City Council in fall of 2020.

A General Plan is the local government’s long-term blueprint for the community’s vision of future growth. Each city is required by California law to have a General Plan to guide its future land use decisions. South San Francisco’s last comprehensive General Plan update occurred in 1999, with the last significant amendment in 2015 to incorporate the Downtown Station Area Specific Plan.
**Innovation at the Waterfront**

Investment in the Oyster Point waterfront attracts fintech and biotech while transforming South City's marina with parks, trails and beaches.

If you build it, they will come; that is, if it’s packed with luxe amenities, stunning views and accessible transit. Kilroy Realty Corp. is proving just that with its $3 billion 40-acre project that will turn an unused portion of Oyster Point into 2.5 million square feet of new office and R&D lab space, restored shoreline and parks, a 341-room four-star waterfront hotel and frequent ferry service to and from San Francisco, Oakland and Marin.

Last fall fintech giant Stripe pre-signed a 12-year lease for 421,000 square feet of the innovative space, the largest square footage a tech company has occupied in South San Francisco. The company will be leaving its South of Market San Francisco headquarters and moving more than 1,000 employees to Oyster Point in the second half of 2021, when Phase I is expected to complete.

“South San Francisco has a lot of favorable qualities for a fast-growing technology company like Stripe,” says Peter Travers, Head of Workplace for Stripe. “Its location will help us attract top talent from around the Bay Area, and our employees will have a variety of transportation options to utilize for their commute, including BART, Caltrain and ferries.”

Phase I of the project, which will build three laboratory and office buildings, a plaza with an amphitheater, a full-service restaurant and bar, and a fitness center, all within walking distance to the ferry terminal, is now fully leased. Biopharmaceutical company Cytokinetics was the first tenant to sign on for the Phase I $600 million LEED Gold project.

The overall $3 billion deal is part of a massive public/private partnership involving 80 acres of land along the Oyster Point area of South San Francisco. “In 2011, we started re-imagining our waterfront, recognizing the extraordinary opportunities to better connect people to the bay,” says Mike Putrell, South San Francisco’s City Manager. Part of the Kilroy assessment will rebuild the entire road infrastructure, the sewers, the drainage and the beach, turning into a desirable public destination. The plan covers not just the basics of protecting the city from sea level rise and upgrading the infrastructure, but also expanding the area with public parks and amenities. “Two years from now, we will re-open a greatly improved bay trail, complete with new parks and a high quality sandy beach on the bay, reclaiming the waterfront for people to enjoy,” adds Putrell.

Nearby at the corner of Highway 101 and Oyster Point Boulevard sat land that had been vacant for nearly 30 years. Healthpeak Properties, the largest life science property owner in the Bay Area, saw an opportunity in 2011 and purchased the 20-acre site from Genentech for $65 million.

Today the Cove at Oyster Point is a fully leased 1-million-square-foot waterfront life science campus that feels more resort than R&D facility. The $400 million LEED Silver campus was designed by Redwood City-based DES Architects + Engineers and has all the amenities a millennial professional could ask for (in alphabetical order): basketball, bocce ball, bowling lanes, mini golf, ping pong, pool table, tennis, volleyball, all offered complimentary at the Foundry & Lux, a chic restaurant and lounge area that nods to South San Francisco’s “Industrial City” past with its Bethlehem Steel-inspired decor. Bay trail access, fire pits, an onsite edible garden and 11 big screen TVs cater to some of the biggest names in biotech, including new tenants Denali Therapeutics, CytomX Therapeutics, AstraZeneca and Five Prime Therapeutics.

“We’re super excited about the transformation that’s happening on our waterfront,” says Putrell.
While most people know the city as a thriving center for biotechnology or a city with a strong heritage in industry, to the people who live here, South San Francisco is more than a place to work. It is a tight-knit community of authentic, family-oriented neighborhoods. Here's a lay of the land.

**Downtown**

The City's historic downtown is in the midst of a vibrant rebirth, with 800 new housing units built or under construction, 14 recently opened new food and entertainment establishments (two of which are Michelin-rated), and a new $70 million Caltrain Station with a pedestrian plaza that opens in January 2021. Along with the new development, there is the City's historic 1910 Carnegie Library, landmark 1920 City Hall, and dozens of quirky, independent shops and restaurants.

**Oyster Point:**

The actual Birthplace of Biotech, where Genentech got its start more than 40 years ago, could be described as anything but "office park," as new developments like The Cove raise the bar for what it means to be a great place to work. Taking cues from Silicon Valley's most attractive campuses, this "mini-city" offers working professionals 30 new restaurants, indoor and outdoor amenities and green spaces. Kilroy Realty is in the works to build 2.5 million square feet of office and park space, including rebuilding the beach along the shoreline for public use.

**Sign Hill**

South City's most iconic sign overlooks 101 atop this 44-acre preserve, a part of San Bruno Mountain, with hiking trails and more than 70 species of botanical life. The neighborhood outside the park is one of the few areas in South San Francisco without offices, warehouses or retail, which makes it a quiet escape from the city center.

**Lindenville**

South of Downtown is a colorful, bustling business district named Lindenville, which is home to artisans, robotics companies, cabinet makers, sculptors, auto repair shops, printers, produce companies, and a hundred other types of businesses. See's Candies is headquartered here, and online retailer Stitch Fix opened its first warehouse here in 2011.

**Westborough**

Located high in the hills, with stunning views of the Bay, Westborough is one of South City's most affluent neighborhoods. A new Mercedes dealership is proposed to open on a nine-acre lot next to a recently remodeled Safeway. Next door is the newly remodeled Westborough Square, which is home to Philz Coffee, Paris Baguette, and a host of popular restaurants. The new Seafood City is another popular food and retail destination, and reflects the area's growing Asian and Filipino American demographics.

**El Camino**

With the opening of the City's BART Station in 2003, this area became positioned for transit-oriented development. About 1,000 housing units are now in the development pipeline, and the new residents will be well-served by the Trader Joe's, Safeway, Kaiser Hospital, and a grand boulevard of shopping and mixed-use development. A new $210 million Community Civic Campus will transform the area with a new City Council Chambers, community spaces, state-of-the-art Police Operations & 911 Dispatch Center, a tech-forward library and recreation center, and green spaces.

**Photographs: City of South San Francisco**
Green Spaces

A city open to development keeps quality of life – and parkland – in mind

South San Francisco has attracted a growing number of residents with its booming biotech industry, enviable location, and vibrant restaurant and retail scene. As the city’s population goes up, the City remains committed to providing ample green space for hikers, bikers, families and fans of the Bay.

“We have a goal of having 3 acres of parkland per 1,000 residents,” says Sharon Ranals, Assistant City Manager and Director of South San Francisco Parks & Recreation. In 2018, the City secured an additional 20 acres of open space on Sign Hill, an urban oasis that offers a network of trails through grasslands that are home to the endangered Mission Blue butterfly, egrets, gulls, terns, wild irises and poppies.

“In the past couple of years, we’ve planted about 900 trees.”

Greg Mediatl, Deputy Director, South San Francisco Parks & Recreation

of open space on Sign Hill, an urban oasis that offers a network of trails through grasslands that are home to the endangered Mission Blue butterfly, egrets, gulls, terns, wild irises and poppies.

A new 1.3-acre park with play areas and quiet spaces for reading will be developed at the Community Civic Center complex, where the Parks & Recreation department plans to host fitness classes like Zumba and outdoor events. The campus will connect to the Centennial Way Trail, a stopover from the South San Francisco to the San Bruno BART stations. The trail passes several points of interest, including the city’s 28-acre flagship park, Orange Memorial Park, which has amenities like an indoor swimming pool, sculpture garden, tennis and bocce courts, and soccer and baseball fields and hosts events like concert and movie nights and a seasonal farmers’ market. A number of multi-use walking and bike trails, including a 6-mile segment of the San Francisco Bay Trail, are also a perk for residents and workers in the area.

In 2017, the City Council established the Parks II program, which pledged more than $6 million to improve parks and sports fields throughout the city.

“It’s now a city that’s come under siege economically because of all the development that’s happening around it and so the work feels very important right now,” says Alex Greenwood, Director of Economic Development for the City of South San Francisco.

Another priority has been planting trees, including reforestation projects in drought-affected areas. The Parks and Recreation department is developing an Urban Forest Master Plan that will guide future planting and tree care practices, an effort that helped earn the department a Best Program Award last year from the California Urban Forests Council.

“In the past couple of years, we’ve planted about 900 trees,” says Greg Mediatl, Deputy Director of South San Francisco Parks & Recreation, who spearheaded the initiative. “It’s a big deal, for arborists in particular. We were really excited to get that award.”

While balancing smart development with the preservation of green space may be a challenge, it’s one the department isn’t afraid to face. “You need to have advocates on the park side who maybe bump up against the development side a little bit, but I think it’s healthy to have that advocacy,” says Ranals. “We’re going to continue fighting the good fight.”

Top: The city has a number of walking and bike trails, including a 6-mile segment of the San Francisco Bay Trail.

Above: South San Francisco’s Urban Forest Master Plan earned a Best Program Award last year from the California Urban Forests Council.
When a patient needs blood, they need it fast. But in remote parts of the world poor infrastructure and treacherous terrain keep ground vehicles from delivering medical supplies that could save lives. Zipline Robotics launched in 2014 with the intent to change that. The company built the world’s first and fastest automated delivery system, operating at national scale, to provide instant access to blood and vital medical supplies. A doctor simply sends a WhatsApp message to the distribution center and within 30 minutes Zipline electric drones are packed and launched, delivering an insulated cardboard box via parachute to the exact location.

President Paul Kagame and the Rwandan Administration of Health were the first to take a chance on the company, signing a commercial contract with Zipline and building a distribution center in what was once a corn field to deliver a majority of the country’s blood on demand.

“We wanted to find a building that would suit our unique needs with a centralized location between Half Moon Bay, the south bay, the east bay and the city,” says Sarah Lalji, Zipline’s Head of Workplace Operations. “We also wanted a place that felt industrial and organic to match the places we serve.”

The company is backed by Menlo Park-based Sequoia Capital, A16Z, GV, Temasek, TPG, Baillie Gifford, and Katalyst Ventures. Part of Zipline’s innovation started with its battery. The company removed its GPS circuitry from the plane and moved it to the lithium ion battery so that the drone is always connected, shaving off 10-15 minutes off the launch time. A rail system with a pulley and electric motor acts as a runway to quickly and safely get the drone accelerated to 100km/hour in just .3 seconds.

The electric drones and the technology that powers Zipline’s distribution centers are designed and assembled in its South San Francisco headquarters. Trained drone operators in distribution centers in Rwanda and now Ghana oversee all flight and fulfillment operations. The company sees the innovation as a way to lower maternal and infant mortality, reduce avoidable deaths from trauma, snakebites, and other emergencies and increase vaccination rates, and works with national civil aviation authorities to operate safely in an already crowded airspace.

Zipline’s operations deliver to hospitals serving more than 20 million people, according to the company, and it plans to launch in the United States later this year. “We’ve flown more than 2.2 million autonomous miles and delivered more than 60,000 units of blood, vaccines and critical medicines. Our goal is to bring Zipline to every corner of the planet,” says Lalji.

Eye Candy

See’s Candies has earned sweet success from its South City headquarters

Few scenes are more iconic in Hollywood than legends Lucille Ball and Vivian Vance on the production line of a chocolate factory. The 1952’s “Job Switching” episode was *I Love Lucy’s* most popular and California candy legend See’s Candies happened to play a role in it. Ball and Vance spent the day at See’s Candies in its original Los Angeles location in preparation for the episode.

continued on next page
BUSINESS PROFILE

Future Farmers

The Bay Area is fueled by innovation in just about every pocket of industry. Plenty, an indoor farming company based in South San Francisco, has the future of farming covered. Plenty grows 1 million plants at a time out of its vertical hydroponic farm, affectionately called Tigris. Imagine a 20-foot-wall of leafy greens growing on a surface the size of a basketball court. No soil, no sun, and it uses 95 percent less water than traditional outdoor farms. Plenty crops are grown without pesticides, herbicides, synthetic fertilizers, and GMOs too.

Sound dreamy? Amazon CEO Jeff Bezos and other investors agree, having raised $200 million in Series B funding for the company in 2017, the largest investment in tech agriculture ever, the company said. Plenty uses infrared cameras and sensors to collect data and machine learning to analyze what kind of growing conditions are most efficient and productive. Depending on the crop, Plenty produces up to 350 times as much produce as the same crop grown in an outdoor field.

Indoor farms are growing in popularity around the world, including Japan, the Netherlands and Antarctica, and experts believe they can solve for the growing challenges faced by outdoor farms: drought and other conditions associated with climate change; the cost of long supply chains; labor shortages, and food contamination. As outbreaks rise, indoor farms could be the answer to controlling some of the conditions that leave outdoor farms vulnerable.

Plenty crops, mostly leafy greens, are sold through Good Eggs and some independent groceries and prices are comparable to organic vegetables on the market. The biggest cost to Plenty? Energy. The farm uses LED lighting year-round in lieu of the sun inside a climate-controlled facility.

Plenty’s ability to grow as a company remains to be seen, as it sunsetted plans for a 100,000-square-foot Seattle farm last year but is moving forward on a new facility in Los Angeles.

Plenty crops are grown using 95 percent less water than on outdoor farms.

continued from previous page

The company moved its headquarters to South San Francisco in the 1940s and has become a classic for anyone living on the west coast, where it now has close to 250 retail stores (with a few east of the Rockies).

“See’s Candies is a traditional company, but we’re starting to change,” says newly appointed CEO Pat Egan. Egan notes that the company was one of the first online distributors and while largely a west coast company its biggest buying population is from the eastern seaboard on Sees.com.

“We’ve been [selling online] for better than a couple of decades, and it’s very much a growing part of our business.”

The company just entered its 99th year and will celebrate a centennial in 2021. It has maintained a steady success in large part by staying small. The See family sold the company in 1972 when Warren Buffett’s Berkshire Hathaway invested $25 million in it. “We put $25 million into it and it’s given us over $2 billion of pretax income, well over $2 billion, and we’ve used it to buy other businesses,” Buffett reportedly said during an annual investor meeting last May. His investment has reportedly had a greater than 8000% return since 1972, or more than 160% a year.

Responding to the slow success expanding the brand beyond the west coast, Buffett noted during the meeting: “The business is extraordinarily good in a very small niche. Box chocolates are something that everybody likes to receive or maybe give as a gift.”

The company partners with Burlingame-based Guittard Chocolate to produce up to 250,000 pounds of chocolate. Together they pioneered the delivery of liquid chocolate by truck. “Several times a week, and sometimes daily in our peak season, a truck will pull up. It looks like it might be containing milk or something else, but it’s containing chocolate that gets pumped into our building,” says Egan.

The company decorates its South San Francisco facility and retail shop every year for the holidays and has a tradition of supporting South San Francisco schools through fundraising efforts. The company’s year-round base employment number hovers right around 2000 and upwards of 7,000 during peak season.

“I have a theory that part of the retention that we’ve got is we’re a really strong company,” says Egan, who hails from the energy industry. “But if you were to work in one of our stores, your day would end better than it starts, because people walk out of our stores happy. And I will just tell you anecdotally, coming from politics and energy, that is a different thing.”

People walk out of our stores happy.”

Pat Egan, CEO, See’s Candies

Plenty’s indoor farms reflect the rise of agriculture tech

Plenty crops are grown vertically on football-field-sized walls in climate-controlled buildings.
In South San Francisco, you are never far from the scent of freshly baked bread. For more than a century, the city has been a major food production hub, and today it includes international bakeries like Bimbo’s and Oroweat, along with artisanal bread makers like Acme Bread.

On the west side of town, Raymond’s Sourdough Bread is a favorite destination for 49ers fans. Nick Ofiesh, co-owner and brother of Raymond, is busy greeting customers while feverishly feeding the ovens with trays of sourdough loaves. Plenty of bread is ready to grab-and-go on shelves but regulars here know that a brown-and-serve fresh out of the oven is slightly-crunchy perfection.

“Our business has grown like crazy,” says Ofiesh. The main bakery produces 8,000 to 10,000 loaves a day, which are sold both to the public and to food distributors.

Another favorite wholesale bakery is Acme Bread. In 2016, owner Steve Sullivan opened the company’s fourth industrial bakery in a renovated warehouse in South San Francisco, on East Grand Avenue.

Sullivan and his wife founded Acme Bread in 1983, after working as the in-house breakmaker for Chez Panisse. The company has since grown to 200 employees – 40 percent of which work in South San Francisco.

“We had decided that we didn’t want to expand unless we could expand with actual bakers and from preferably from within our company,” says Sullivan.

Many bread makers of the Bay Area, including Acme, La Brea Bakery (also in South City), Boudin and Tartine, got their start, or were able to expand, thanks to Michel Suas and his wife Evelyne, owners of the San Francisco Baking Institute in South San Francisco, which they founded in 1996.

“South San Francisco, it’s a small city so the cost to find a space is cheaper,” says Suas. Suas, who learned the trade in France, won the James Beard Foundation Award for Outstanding Baker, along with his partner at San Francisco’s B.Patisserie, Belinda Leong.

Suas has somewhat of a secret recipe to bread making success. “I think I have a good reputation because I don’t try to tell [my clients] what to do. I just listen to what they want to do and try to figure out a way to make it happen for them.”
This year, South San Francisco celebrates the 100th anniversary of its historic, iconic City Hall. In 1913, the City purchased land for a future city hall on Grand Avenue. At the time, Grand Avenue was known primarily as the route that ranchers would drive their cattle down to the South San Francisco’s industrial and rail area. The City had just been incorporated in 1908, and it was years away from taking the mantle of the Industrial City. City leaders had an audacious vision for their community. In 1916, a new Carnegie library was built on Grand Avenue, right next to where the City Hall was planned. And four years later, on November 11, 1920, the new City Hall opened – a stunning architectural design, by Werner and Coffey Architects, and modeled after the neo-colonial Georgian design of Philadelphia’s Independence Hall.

Over the past century, City Hall has presided over many changes and historic moments. By the 1930s and 40s, the city was dominated by steel mills and shipyards that helped build the Golden Gate Bridge, liberty ships in World War II, the BART Trans-Bay Tube, and much of the Bay Area’s built environment. The city’s factories were known nationally for their innovation and productivity, while independent artisans flourished. And then, in 1976, a new start-up was looking for a home and moved into three small buildings in South San Francisco. That start-up – Genentech – went on to create the biotechnology industry and help South San Francisco reinvent itself as the Birthplace of Biotechnology. Today, the City has grown to become the largest life sciences cluster on earth. Through it all, City Hall has symbolized the values of this small, scrappy city: the courage to dream big, the commitment to excellence and innovation, and an inclusive, middle class community that cares for one another.

On its 100th anniversary, South City’s historic City Hall serves a transformed community.

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Over fifty years ago, Dome was founded on principles centered around integrity, transparency, and a strong commitment to doing it right. Our vision was clear, even back then, to be Your Contractor of Choice. In the past five decades in South San Francisco alone, we’ve completed more than 1,000 projects while growing to be one of California’s most recognizable construction companies. Over the next 50 years, Dome’s passion for building environments where our clients thrive will continue to be centered around the values that have guided us here: valuing our people, seeking to understand, and doing it right.
Local biotech expertise enriches educational opportunities

San Francisco State University’s MBA for Biotech Professionals program “is our first foray into taking it offsite to a new location to make it more convenient for working professionals in that sector,” says Sanjit Sengupta, program professor of the SFSU MBA, which is offered in Oyster Point’s biotech hub. The program was launched in 2018 to attract biotech professionals from South City down to Silicon Valley who have some experience working in the industry, either in clinical research or management, and are looking to gain business experience.

The program’s advisory council, made up of local biotech professionals, developed a business-focused curriculum tailored to the industry. Specialist guest speakers in biotech, pharmaceuticals and medical devices are also invited to guest teach during the semester.

“The goal is for graduates to be successful either vertically within their current companies or in some entrepreneurial activity if they decide to launch a startup,” says Sengupta.

South San Francisco’s thriving biotech industry has inspired several educational opportunities for aspiring biotech workers, helping to meet the industry’s demand for highly skilled employees. At the local community college, Skyline College, students can earn an associate degree to start a career as a biotechnology manufacturing technician, or complete a certificate program to prepare for a job as a biotechnology manufacturing assistant or technician.

Students at South San Francisco High School can get a jumpstart on their biotech career thanks to Science Garage, a biotech lab and classroom built on Genentech’s site with support from a $7.8 million grant from the Genentech Foundation. The facility provides a four-year biotech curriculum offering hands-on coursework that meets laboratory science requirements for both the University of California and California State University systems. In addition to an introductory biotech unit embedded in the 9th grade biology curriculum, students can choose to take up to two years of elective biotech coursework and complete a year-long independent study program.

“Science is what we know, what we care deeply about as a company, and what drives our business,” says Kristin Campbell Reed, Senior Director of Genentech Corporate & Employee Giving and executive director of Genentech Foundation. “It’s also what we can uniquely contribute to our community.” Reed notes that while the Bay Area is a hub of STEM-driven innovation and careers, many schools face challenges in preparing students for these opportunities. “We designed the Science Garage in close partnership with the South San Francisco Unified School District with the goal of inspiring and equipping local students to explore potential future careers in STEM,” she says.

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A Place to Stay

Increased demand spurs innovative hotel development just around the corner from SFO

Just two miles from San Francisco International, South San Francisco has become a haven for hotels serving business travelers coming into the city’s biotech sector or travelers looking to enjoy the Bay Area’s many attractions.

“South San Francisco has had very strong occupancy year round compared to other cities in the Bay Area, and the proximity to the airport and all the biotech around also makes it very favorable,” says Vijay Patel, president of Akshar Development, Hilton franchisee and developer of newly opened Home2 Suites.

Home2 Suites, a 155-room hotel catering to short- and long-term guests with apartment-like settings, is Hilton’s first modular construction hotel and an example of the city’s ability to draw innovative development projects. Built entirely in Idaho, the structure was shipped to South San Francisco and assembled by crane on site, “like Legos,” says Patel, a process that helped minimize construction costs, control quality and accelerate the development’s timeline.

“It only took 10 days to get the entire building up, and we were open in less than 16 months, whereas it would have taken about 30 months otherwise in the Bay Area,” says Patel. The rooms arrived completely furnished with tubs, toilets, everything installed. “I think it’s going to be the future of most construction, even residential, because of the quality and the speed.”

South San Francisco has 3,500 hotel rooms, estimates Alex Greenwood, Director of Economic Development for the City of South San Francisco. “It’s an important source of jobs and revenue for the city and drives a lot of our business activity.” In order to meet demand, the city has added seven new hotels in the pipeline while several have already recently opened, including the 185-room, design-driven AC Marriott, located at Oyster Point. Fairfield Inn with 128 rooms is under construction and Ensemble Real Estate Investments is developing a 350-room luxe waterfront hotel along the Oyster Point Marina. In addition, four other upscale hotels are now in the planning phase, including a 110-room boutique hotel planned for Genesis Towers.

What’s the city’s draw for hotel developers? Patel says the city’s flourishing business climate and willingness to work with developers were deciding factors in moving ahead with the project.

“South San Francisco was very accommodating,” he says. “Construction was definitely expensive, but because we did it in a modular way we were able to keep costs down. It was kind of a perfect storm to come into South San Francisco.”
South San Francisco By the Numbers

Demographics

- **67,120** Population
- **19,677** Households
- **39** Median age

Diversity

- **34%** Hispanic or Latino
- **41%** Asian or Pacific Islander
- **19%** White
- **other 4%** Black or African-American

Income and housing

- **$92,074** Median income
- **$1.07M** Average home price
- **$2,976** Average monthly rent

Top employers

- Genentech
- Core-Mark Holding Company
- Gino Morena Enterprises
- DBI Beverage
- Aspiranet
- Fluidigm
- Theravance
- Portola Pharmaceuticals
- First Databank

Commercial space

- **Office space**
  - 7,081,899 sq. ft. total space
  - 420,872 sq. ft. under construction
  - $56.16 per sq. ft.
- **Industrial/flex space**
  - 21,335,526 sq. ft.
  - 2,016,042 sq. ft. under construction
  - $21.43 per sq. ft.
- **Retail space**
  - 2,742,532 sq. ft. total space
  - 56,203 sq. ft. under construction
  - $29.19 per sq. ft.

Transportation

- San Francisco International Airport (adjacent)
- Interstate Highways: 01/280/380
- San Francisco Bay ferries: Two terminals with a third planned. WETA provides service between South San Francisco and Alameda and Oakland, as well as limited service to Downtown San Francisco.
- SamTrans: two lines to San Francisco
- Caltrain: Commuter rail between San Francisco and San Jose. Upgraded commuter service, including 8 trains per hour, starting in 2021.
- BART: South San Francisco Station and San Bruno Station.
- First/last-mile shuttle: Commute.org provides first/last mile shuttle service between transit stations and employers in San Mateo County.
- South City Shuttle: Provides free transit service around South San Francisco, connecting local destinations, SamTrans services, and the BART Station.

You’ve arrived!

Every Highway 101 commuter knows South San Francisco’s most recognizable landmark, the 34 concrete letters that spell South San Francisco. The Industrial City on the side of San Bruno Mountain. But probably few know much about the sign’s actual history. That, for instance, it started out as a publicity gimmick inspired by the Hollywoodland sign (famously shortened to Hollywood).

The sign was originally used to lure businesses and factories to the area in 1923 when merchants in the city paid $300 to carve the temporary letters into the mountain. Voters approved a property tax to pay for a permanent sign, and in 1929, the letters seen today were constructed out of cement. After some debate over whether “The Industrial City” still applied to South San Francisco since becoming a hub for biotech and pharma companies, the letters were placed on the National Register of Historic Places in 1996.

Over the years, the Cs and Ss have appeared in blue and red, respectively, for the annual Cal-Stanford football game. And the S and F have been painted orange to salute the San Francisco Giants. Generations of thrill seekers have used cardboard to slide down the letters, which range from 48 to 65 feet in size. (Apparently, the best rides are down the F in Francisco and the Ts in South and Industrial because of the soft brush at their base.)

But the area offers more than just a joy ride. Sign Hill features 44 acres of open space and almost two miles of hiking trails. The Ridge Trail serves up a spectacular panoramic bay view while the Letters Trail takes you, naturally, to the famous sign. Other trails, like the Seubert Trail, wind through the groves of trees that arborist Alphonse Seubert, a.k.a. Mr. Sign Hill, planted on the mountain during the 1960s. There are some steep inclines, but generally, Sign Hill is an easy-going kid- and dog-friendly hike through one of the Bay Area’s most beloved monuments.
Thank you to our local biotech companies who are working hard to develop life-saving vaccines.
WE’RE ALL IN THIS TOGETHER.

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