

# Pier 39

Beach Street & The Embarcadero, San Francisco, CA



## Property Highlights:

- **Year Purchased:** 1981
- **Building Size:** 195,000 SF
- **Number of Stores:** 50+
- **Number of Restaurants:** 14 full service restaurants
- **Parking Spaces:** 950
- **Boat Slips:** 350
- **Annual Visitors:** ~10,000,000
- **Annual Sales:** ~\$200,000,000

Pier 39 is a unique shopping and tourist center on the San Francisco Bay that includes 135 specialty shops and boutiques, over one dozen restaurants and food outlets, a structured parking garage and a marina. On a square foot basis, Pier 39 is one of the most popular and successful retail locations and tourist destinations in the country.

An affiliate of Amerimar Realty Company's predecessor, Bass Brothers Realty, acquired Pier 39 in 1981. At the time of its acquisition, Pier 39 was considered a distressed asset. As such, Amerimar moved quickly to develop and implement an aggressive multi-pronged strategy that invested in the property's infrastructure, changed the retail tenant mix and improved the public relations image of the property. As a result, Pier 39 has enjoyed some of the highest sales per foot in the country and has attracted tens of millions of visitors per year.



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