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**Tackling Regional Challenges through Sport  
From the Chesapeake Bay to the San Francisco Bay... And Back Again!**

**MEDA Conference  
Maryland's North Star: Regions Coming Together**

**April 28, 2025**

**Fran Weld, Co-Founder & CEO, Canopy Team**

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## **SAN FRANCISCO BAY**

Largest Pacific Estuary in Americas

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Touches 9 counties

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Average depth of 12-15 feet deep

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~400-mile shoreline

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Fresh water from Sacramento & San Joaquin Rivers

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Dungeness crab, striped shore crab, yellow shore crab, and Chinese mitten crab

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Home to over 1,000 species of plants and animals

---

~7.5M population in the region

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## **CHESAPEAKE BAY**

Largest US Estuary (8x larger than SF Bay)

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Touches 206 counties

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Average depth of 21 feet deep

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11,684-mile shoreline

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Fresh water from over 140 rivers and streams

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Blue Crab, Fiddler Crabs, Black-fingered Mud Crabs, Flatback Mud Crabs, and Ghost Crabs

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Home to over 3,600 species of plants and animals

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~18M+ population in the region

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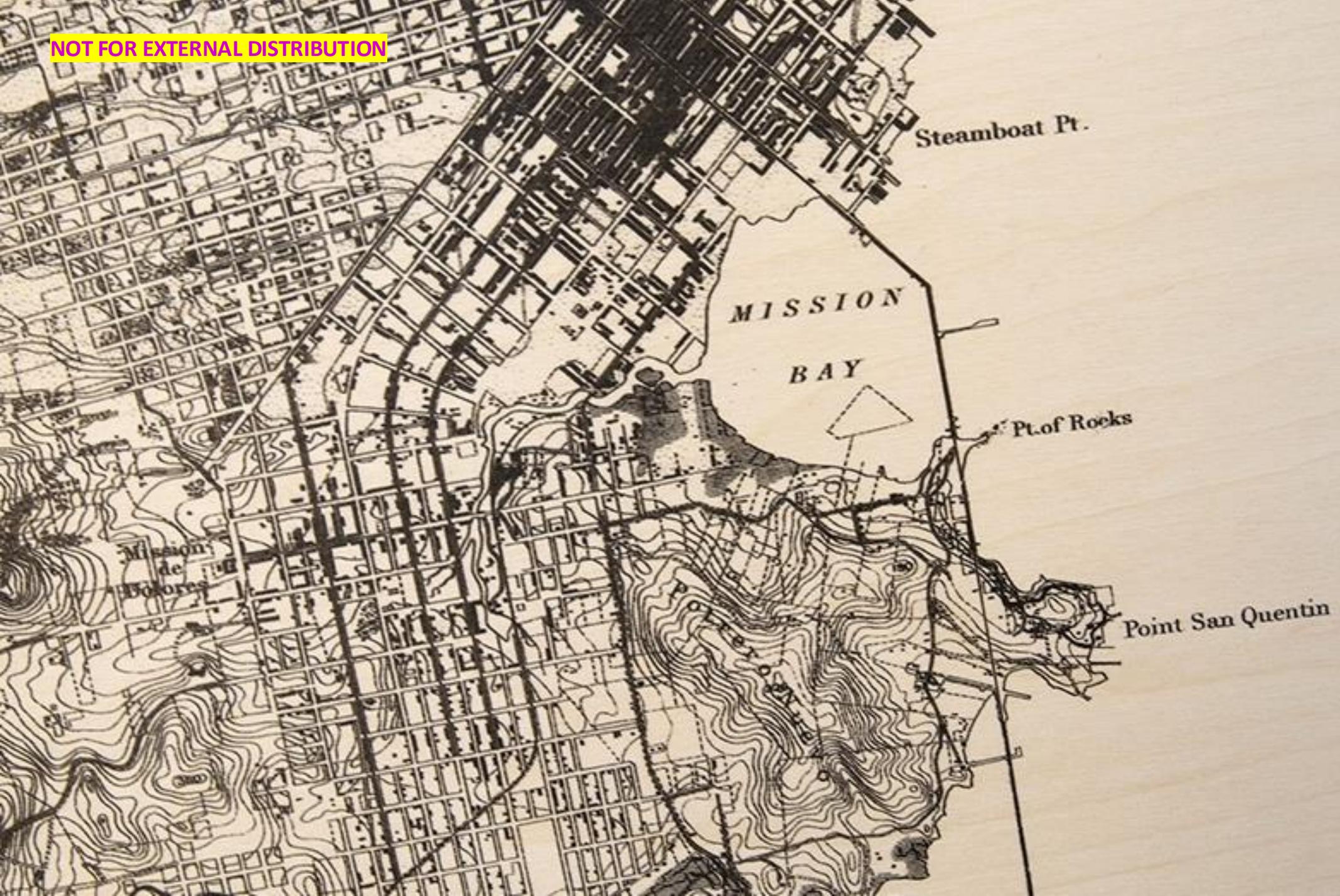
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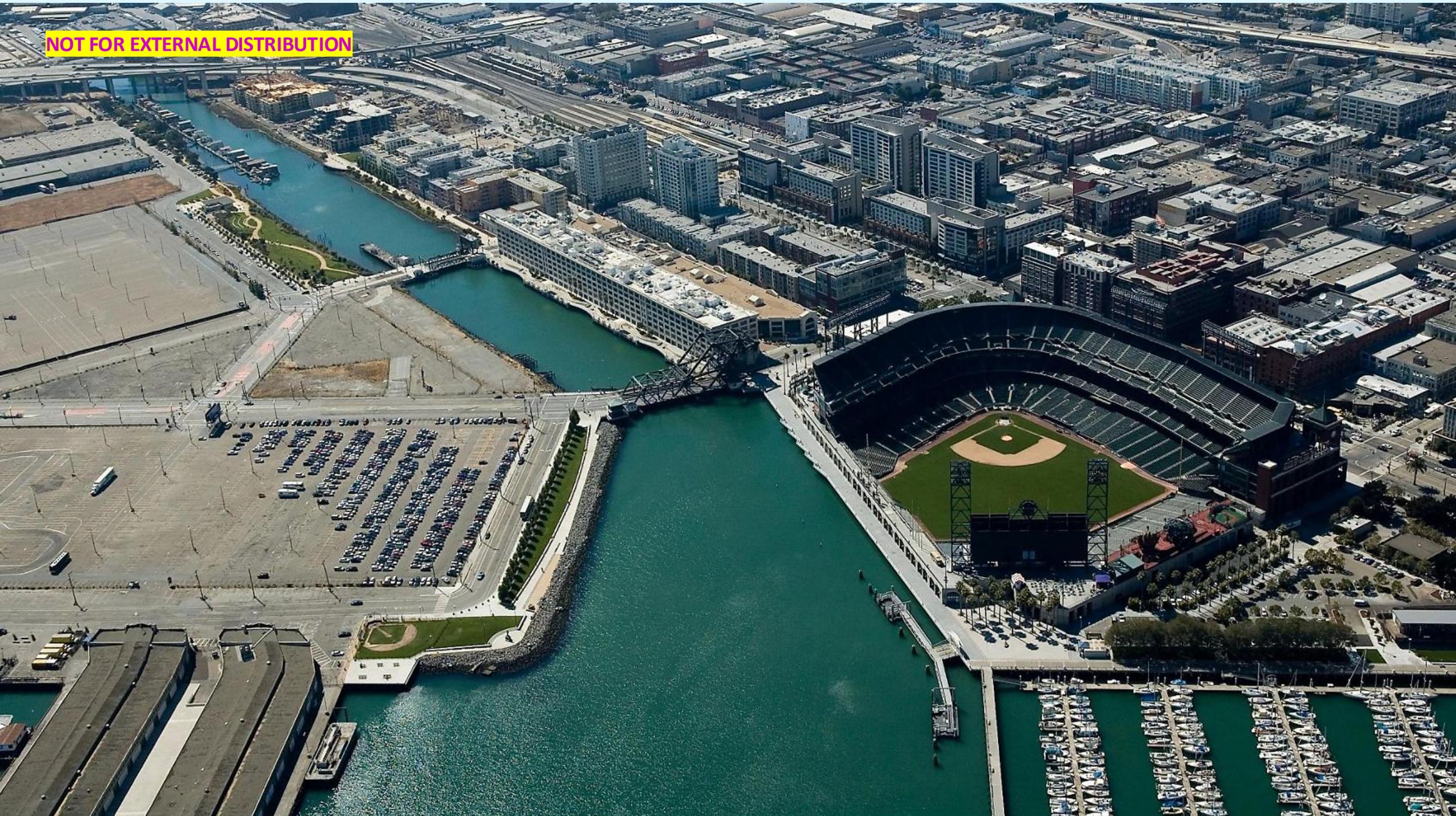
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# San Francisco Chronicle

SFGATE.COM | Monday, October 29, 2012 | PRINTED ON RECYCLED PAPER | \$1.00 \*\*\*\*\*

**WORLD SERIES CHAMPIONS**

GAME 4: SAN FRANCISCO GIANTS 4, DETROIT TIGERS 3

**Giants poster**  
San Francisco starting pitcher Matt Cain proves once again that he's a big-game player. **B11**

# GIANTS SWEEP!

Giants take World Series in 4 straight with 4-3 extra-inning win in Detroit



Sergio Romo, Buster Posey and Series MVP Pablo Sandoval celebrate the Giants' 10th-inning triumph over the Detroit Tigers in Game 4. Lance Iversen / The Chronicle

**Clincher:** 2nd world title cements status as baseball's top franchise

**BRUCE** DETROIT — The Giants found their peace on a frigid, frosty evening in the Midwest...



**Fans exult:** City erupts in orange and exuberance

By Peter Fimrite, Justin Berton and Kevin Barna

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# Mission Rock Neighborhood Entitlement Timeline



# Community Pillars

Mission Rock Partners created Community Pillars to further establish the project's larger goals around creating a thriving new San Francisco neighborhood that enriches the broader community.



## Building Sustainability

Creating an environmentally sustainable neighborhood and supporting natural systems



## Creating Connections

Creating bridges between community assets, community organizations, and service providers



## Fostering Health & Wellbeing

Creating and activating spaces to support mental and physical health in our community



## Advancing Economic Vitality

Supporting small, local business owners and nonprofits

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# Deal Structure

Public Partnership with City of San Francisco, through the Port of San Francisco. Property held in Public Trust for the State, administered by the Port. Agencies included: Mayor's Office of Economic & Workforce Development; Department of Public Works, Municipal Transportation Agency, Planning Department, Department of Energy & Environment, SF & CA Public Utilities Commissions, Bay Area Air Quality Monitoring Agency, California Pollution Control Financing Authority, Bay Conservation & Development Commission, many more!



\$25 MM

Upfront Entitlement Investment

\$300 MM

Horizontal Infrastructure

18%

IRR when taken out through a municipal bond backed by tax increment generated through the vertical parcels

- Community Facilities District
- Infrastructure Financing District

0%

Interest on a loan from State environmental fund for sustainable infrastructure

Market valuation of land lease upon transaction

# Phase 1

## Overview

- **Building A – “The Canyon”**  
283 Units, 23 Stories & ~58,000 Office  
40% affordable units
- **Building B**  
~300,000 SF Life Science / Office
- **Building G – Visa HQ**  
~300,000 SF Office
- **Building F – “Verde”**  
254 Units, 23 Stories, Studio Co-Working & Amenity Center  
40% affordable units

## Blackwater Recycling System

Advanced water recycling facility treating waste water to meet non-potable water needs such as irrigation and toilet flushing

A

B

F

G

## District Energy System

A shared energy plant will supply hot and cold water to heat and cool buildings.

# Mission Rock Sustainability Goals



## Transportation

20%

Reduction in transportation-related carbon emissions



## Resilience

2100

Raising the site elevation 5' feet to meet 2100 projection for sea-level rise



## Water

100%

Meets 100% of non-potable water demand with wastewater recycled on-site



## Waste

100%

Construction waste diversion

10%

Increase in occupant waste diversion



## Energy

100%

Building energy demand met with renewable energy sources

# Mission Rock Utility District

- Designed to integrate bay water exchange system to reduce carbon and conserve millions of gallons of water per year
- 100% carbon-free electricity, coupled with bay water energy capture
- 1,600 tons of CO2 savings per year
- 64,000 gallons of black water recycled per day for non-potable purposes such as irrigation and toilet flushing
- 43,000 gallons of potable water saved per day

## Blackwater Recycling System

Advanced water recycling facility treating waste water to meet non-potable water needs such as irrigation and toilet flushing

Environmental

## District Energy System

A shared energy plant will supply hot and cold water to heat and cool buildings.

# Local Business Enterprises (LBEs)

- 415 total vendors
- 112 are LBE vendors (24.5% of total)
- 42 Women-owned businesses, of which, 30 are Women-Owned LBE's
- 61 Minority-Owned businesses, of which, 55 are Minority-Owned LBE's
- LBE Awards: \$166.3M (18.6% of total)



# Equity & Inclusion at Mission Rock

Woman- and Minority-owned Local Small Business Representation

Local Business Enterprise (LBE) Participation: (20% Goal)



Workforce & Apprentices (Local Residents): (30% Requirement)

Disadvantaged Workers: (15% Requirement)

Overview



Tana Harris

Harris Hoisting



Yolanda Jones

YCAT-C



E.B. Min

Min Design



Bruce Giron

Giron Construction



Yakuh Askew

YA Studio



Bert Garcia

Bertco, Inc.



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# Street Naming

## DR. MAYA ANGELOU LANE

Reaching from the park into the Mission Rock development, Bridgeview Way and Dr. Maya Angelou Lane Paseos are pedestrian-only streets abutting The Canyon, the Visa building, Toni Stone Crossing, and the future Parcel K. Incorporating the retail frontage of adjacent buildings, native planting, and seating areas, the paseos also act as a public gathering space for the southeastern half of the park.

## TONI STONE CROSSING

Three street rooms – interactive public art installations designed by local artists – dot Mission Rock’s streets to enhance the pedestrian experience. An urban gazebo called “Garden Party”, a 3D mosaic of stone named “Pop Rocks”, and a sculptural multi-use table called “Urban Table” will be installed along Dr. Maya Angelou Lane, named for the celebrated author, poet, actress, dancer and civil rights activist who moved to California as a teenager. A bronze sculpture of Toni Stone is now installed on Toni Stone Crossing, which is named in honor of the first woman to break professional baseball’s gender barrier with the San Francisco Sea Lions.



# Local Retail and Entrepreneurship

**MISSION ROCK**

A SHARED VISION    WORKPLACE    RESIDENTIAL    COMMUNITY    CHINA BASIN PARK    RETAIL    PRESS    CONTACT US

New Concept by Creators of Che Fico  
[Learn More](#)

LuxFit  
[Learn More](#)

Ike's  
[Learn More](#)

Quik Dog  
[Learn More](#)

Proper Food  
[Learn More](#)

Arsicault Bakery  
[Learn More](#)

More Coming Soon!



# The Lead Design Team



## Building A

23 Stories / 283 Units  
+ 58,000 SF Office

**MVRDV**



## Building B

8 Stories / ~318,000 SF



Y.A. studio



## Building F

23 Stories / 254 Units

**STUDIO/  
GANG  
/ARCHITECTS**

QUEZADArchitecture



## Visa HQ

13 Stories / ~320,000 SF

**Henning  
Larsen**



Y.A. studio



## China Basin Park

5+ acres of park +  
waterfront access

**SCAPE**



**MILLER**

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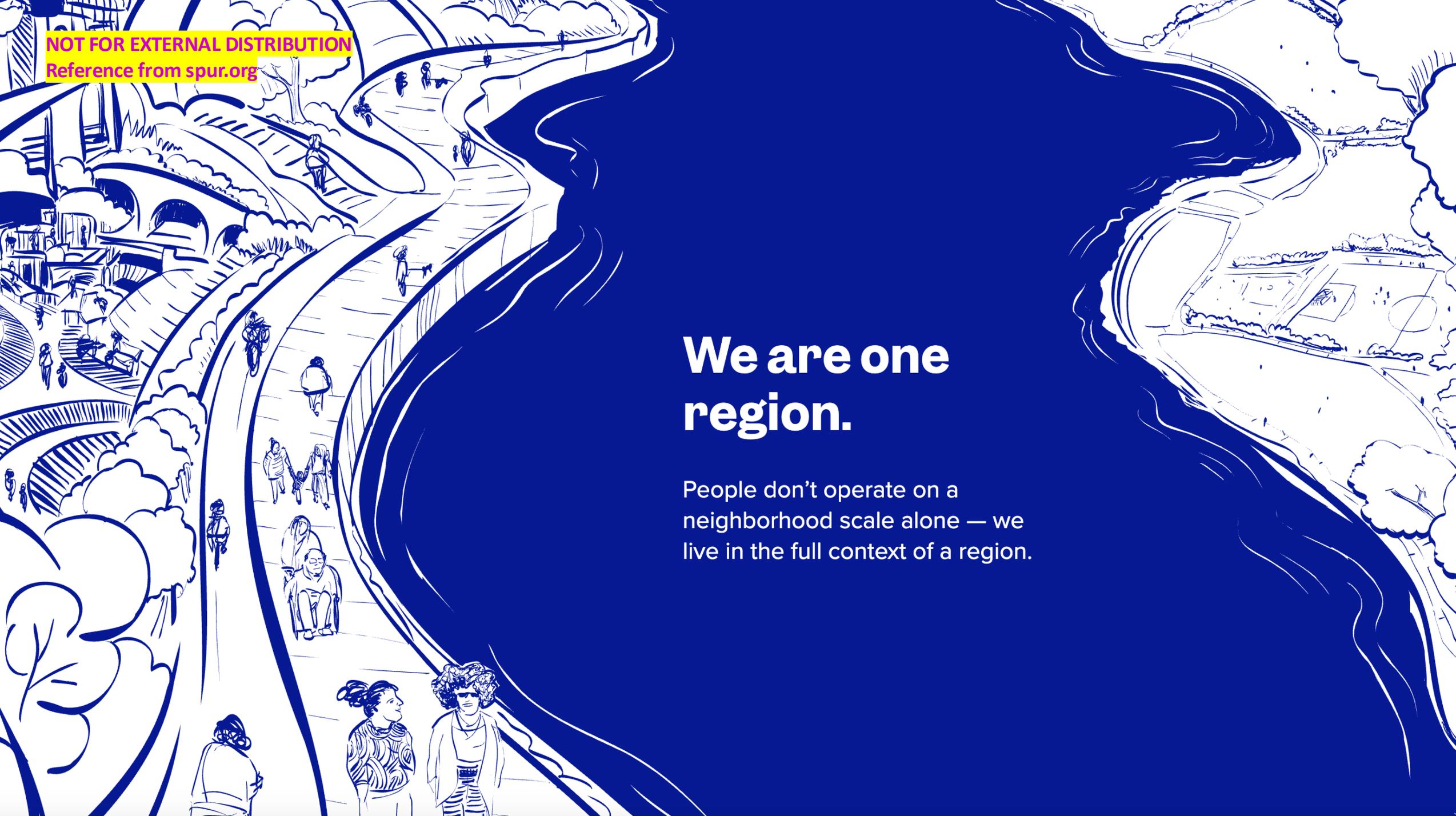
# The future starts right here, together.

The future of the Bay Area is not an abstract idea; it's a place we must plan for and build, together, from the ground up. The SPUR Regional Strategy invites you to imagine what the region could look like in the year 2070. That is, if we act now. Scroll up to experience the story, click on trees and buildings to learn more, or use the navigation bar to jump directly into our Reports Library of policy research.

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Reference from [spur.org](http://spur.org)



**NOT FOR EXTERNAL DISTRIBUTION**  
Reference from spur.org



# We are one region.

People don't operate on a neighborhood scale alone — we live in the full context of a region.

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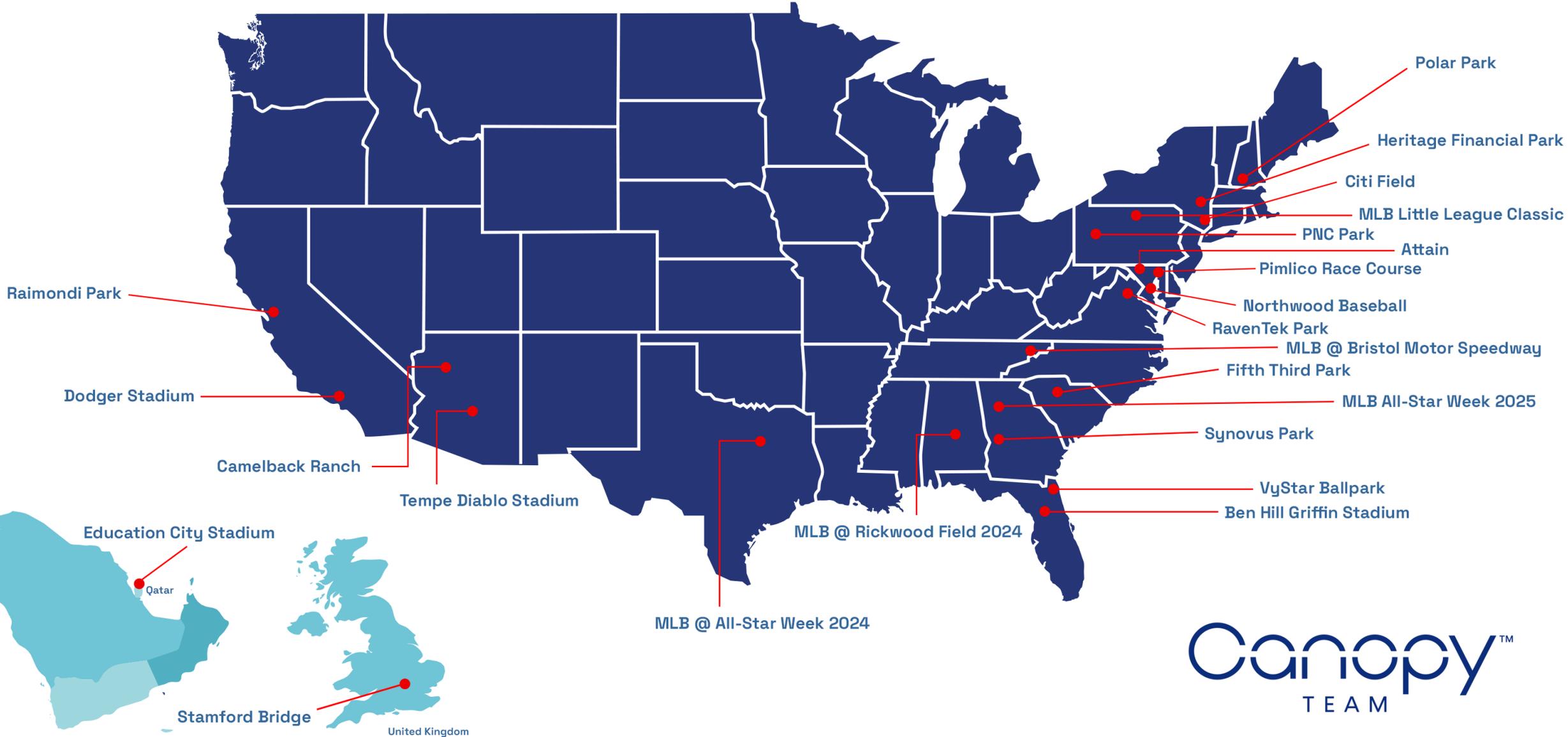


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# CURRENT & COMPLETED PROJECTS

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Canopy™  
TEAM

An aerial photograph of San Francisco Bay, featuring the Golden Gate Bridge, several islands, and the city skyline. The image has a blue color overlay.

**Thank you!**

A decorative horizontal line of white arches.

Fran Weld  
Co-Founder & CEO  
[fran@canopyteam.com](mailto:fran@canopyteam.com)