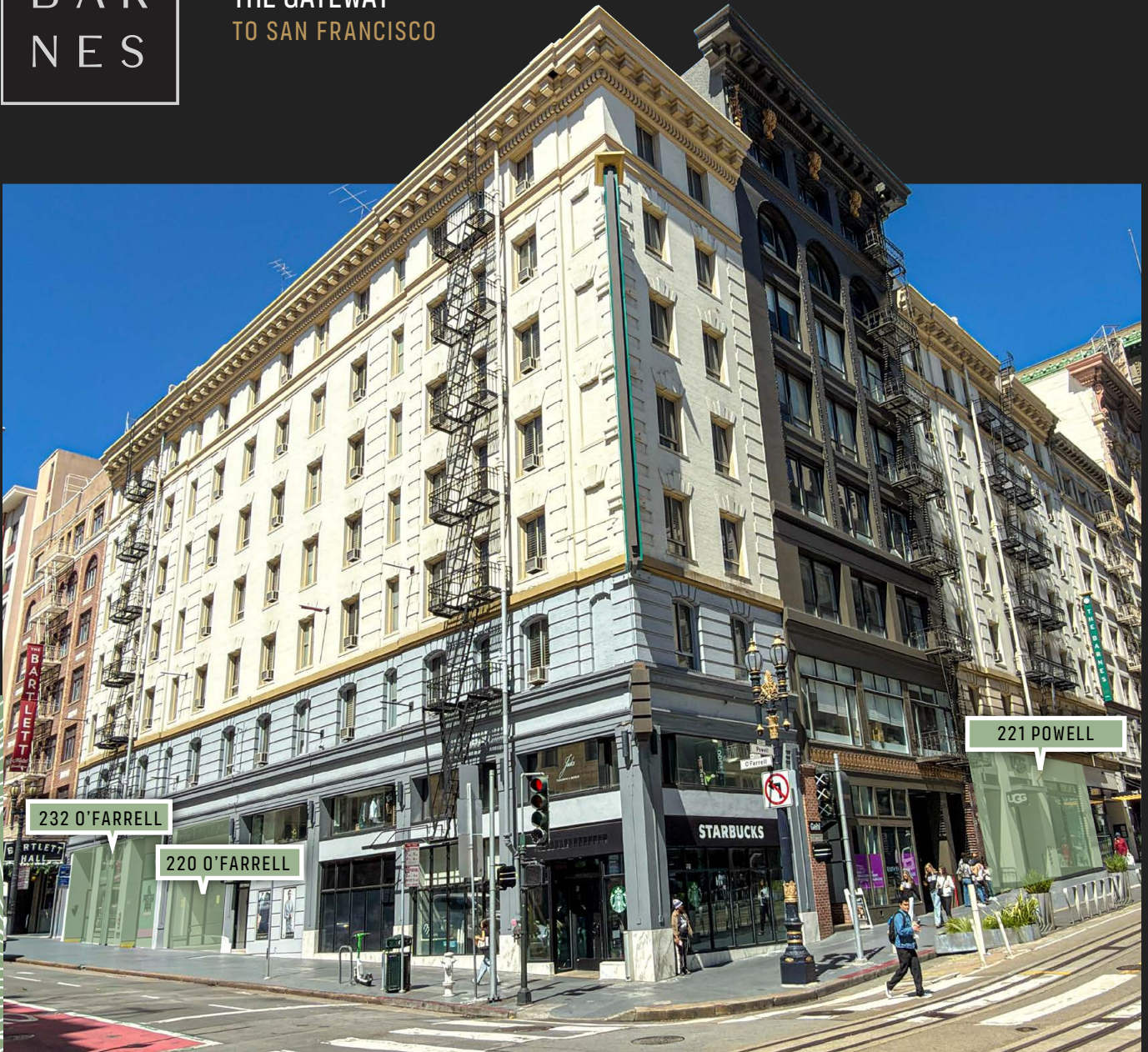


THE
BAR
NES



THE GATEWAY
TO SAN FRANCISCO

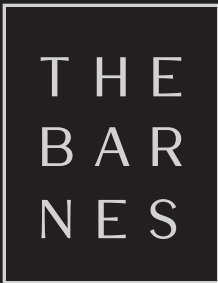
JULIE TAYLOR / LACI JACKSON RAVINA



UNION SQUARE RETAIL OPPORTUNITIES FOR LEASE

220 O'FARRELL	±1,303 SF
232 O'FARRELL	±2,644 SF
221 POWELL	±3,272 SF

Colliers



- **Originally established in 1908, The Barnes Hotel is a celebrated historic property** offering a sophisticated urban escape. Guests are immersed in the energy of San Francisco, with the iconic Powell Street Cable Car stopping just outside the entrance and many of the city’s most popular destinations—Union Square, The Embarcadero, Chinatown, Moscone Convention Center, and the Museum of Modern Art—within easy walking distance.
- **Located at Powell and O’Farrell, The Barnes Hotel sits in the heart of the Lower Powell/Union Square Retail District**, one of the most renowned shopping destinations in the world. This prime, high-traffic location is surrounded by a dynamic mix of flagship retailers and well-known hotels, including Skechers, Urban Outfitters, Zara, Pop Mart, Macy’s, Handlery Union Square Hotel, Hotel Nikko, The Westin St. Francis, Hotel Abri, and Parc 55.
- **San Francisco’s central retail district consistently ranks among the nation’s leaders in total sales volume.** At the same time, the city remains one of the most popular vacation and convention destinations in the United States. Serving a metropolitan population of approximately seven million people, San Francisco forecasts **24.02 million visitors** in 2026, estimating visitor spending of **\$9.83 billion**.^[1]
- **The enduring strength of the Union Square Retail District as a downtown shopping hub is driven by several key factors:** a distinguished mix of high-end retailers, extensive public transportation options, convenient accessibility, ample parking, a wealthy local customer base, robust tourism, a thriving restaurant scene, and more than 7,000 hotel rooms within walking distance of The Barnes Hotel.

[1] <https://www.sftravel.com/media/press-release/san-francisco-travel-forecasts-lodging-growth-2025%E2%80%9326>





LOWER POWELL - FROM MARKET TO GEARY - 220 O'FARRELL, 232 O'FARRELL, 221 POWELL

THE
BAR
NES

RETAIL SPACES

AVAILABLE

221 POWELL

±3,272 SF



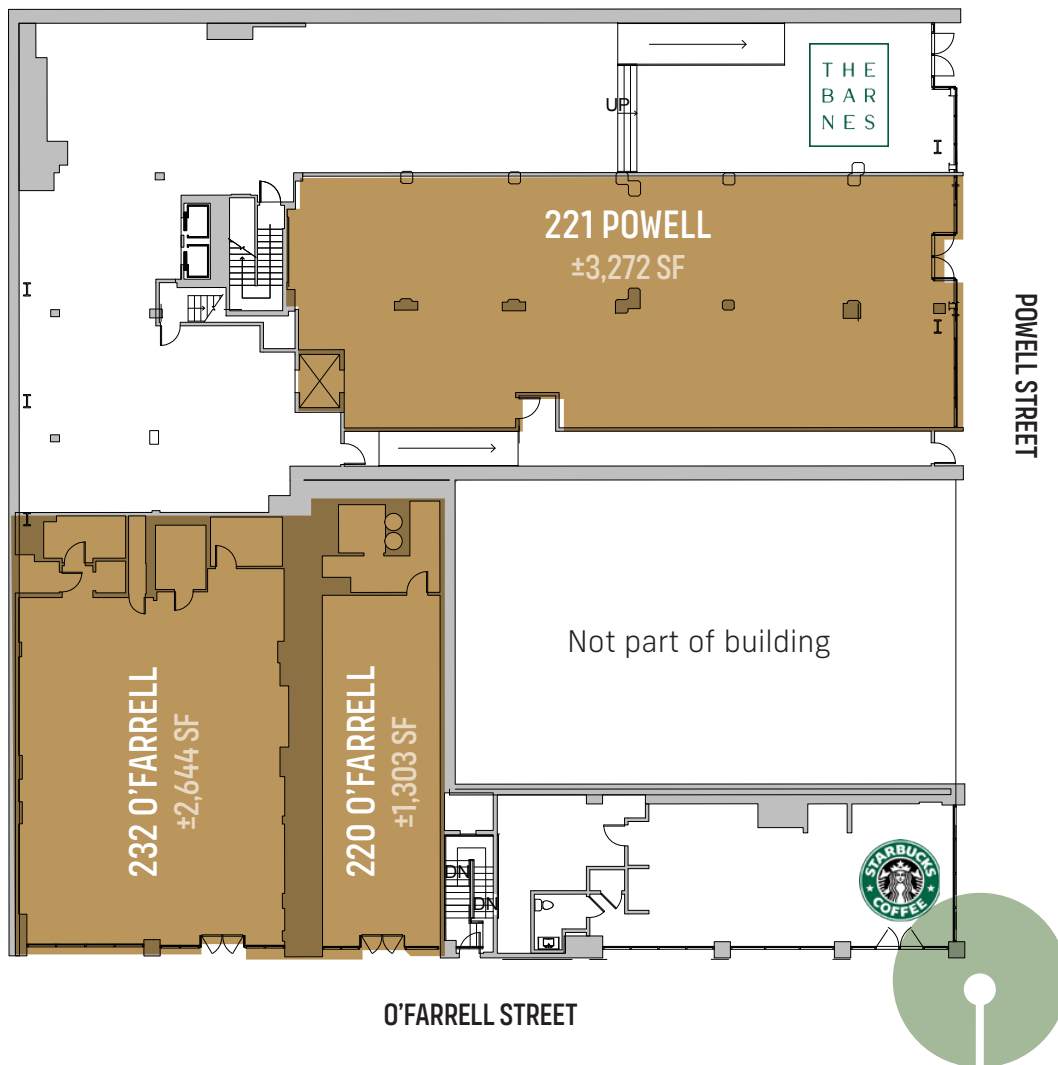
232 O'FARRELL

±2,644 SF

220 O'FARRELL

±1,303 SF





- Flagship opportunity on San Francisco's iconic Powell Street in the heart of Union Square
- Surrounded by premier retailers including Zara's new flagship, Apple, Neiman Marcus, Macy's, Pandora, Dyson, Nintendo, Pop Mart, Urban Outfitters, Shoe Palace, Starbucks, Skechers, and Dandelion Chocolate
- Exceptional visibility and pedestrian traffic fueled by Union Square, tourism, nearby hotels, and the Powell Street cable car line
- Benefiting from the continued revitalization of Powell Street, including the planned Powell Street Improvement Project aimed at enhancing the pedestrian experience and overall streetscape
- Ideal for flagship retail, experiential concepts, and brands seeking a bold, high-profile San Francisco presence



CORNER SIGNAGE STARB



PARC 55
SAN FRANCISCO

hotel nikko
san francisco

THE
BAR
NES



POWELL STREET STATION | **+12.7%** RIDERSHIP UP SINCE 2025



WESTIN
HOTELS & RESORTS

**GRAND
HYATT**

**LOWER
POWELL**

**UNION
SQUARE**

ZARA

Nintendo

macy's

POP MART

URBAN OUTFITTERS

PHORA

**CABLE CAR
TURNAROUND**

9.7 M

**CABLE CAR RIDERS
EACH YEAR**

POWELL ST



UNION SQUARE

San Francisco's Union Square District encompasses a 27-blocks and approximately 5 million square feet of retail.

Union Square is an area recognized as one of the most prominent and active retail destinations in the world. San Francisco's retail core consistently ranks among the top five in the nation in total sales volume.

2025 brought 23.49 million tourists to Union Square. Forecasts indicate we will return to our peak level of 24.02 million visitors by 2026.



12,000

HOTEL ROOMS IN THE AREA

23.49M

VISITORS TO THE CITY IN 2025

9.35B

VISITOR SPENDING IN 2025

POWELL STREET

Powell Street has historically been viewed as Union Square's most desirable retail corridor. Known as the gateway to Union Square, both tourists and locals line up to dine, shop, and see historical attractions like the Powell Street Cable Car Turnaround. With a myriad of hotels surrounding it, Powell Street continues to demand some of the City's highest foot traffic.



4.4M

VISITS IN THE LAST 12 MONTHS

\$118K

MEDIAN HH INCOME FROM VISITORS

POWELL STREET IMPROVEMENT PROJECT

PROMINENT BLADE
SIGNAGE



THE BARNES HOTEL



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The Powell Street Improvement Project is a multi-million dollar plan to fully reimagine the Powell Street corridor. Through collaboration with locals, businesses, and the City of San Francisco, the Union Square Alliance is transforming the Powell Street corridor into a more welcoming, active space, including more dining, shopping, and festivities. Designed by Field Operations and Site Lab Urban Studio, the project conceptualization is already underway.

UNION SQUARE

FIELD OPERATIONS

SITE LAB DESIGN STUDIO

→ [HTTPS://
VISITUNIONSQUARES.F.
COM/POWELL-STREET-
IMPROVEMENT-PROJECT](https://visitionsquaresf.com/powell-street-improvement-project)



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