TRANSBAY REDEVELOPMENT PROJECT AREA DESIGN FOR DEVELOPMENT
San Francisco Redevelopment Agency & San Francisco Planning Department

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Imagine a new neighborhood in the heart of San Francisco. Imagine a place for all ages, incomes and lifestyles, where people live along streets that are safe and inviting, easy and comfortable to get around on foot, bicycle or transit. Imagine tree-lined promenades and a new public park, framed by a new district of high-rise and low-rise buildings, of varying character and style. Imagine a place where shops, services and world-class transportation come together, where owning a car is a choice, not a necessity. Imagine a bold new neighborhood for San Francisco, a model for sustainable urban living, woven seamlessly into the fabric of the city.

This is the future of Transbay.

Long a hodge-podge of office buildings, parking lots, and freeway overpasses, the Transbay area is poised for dramatic change. With the transformation of the Transbay Terminal, the city will create a major regional transit hub and build a vibrant new downtown neighborhood around it. It will be home to thousands of San Franciscans, to a range of businesses large and small, in a setting of gracious streets and public open spaces.

The vision for Transbay calls for a combination of public investments and private development, guided by a common vision, to transform Transbay into a dynamic, mixed-use neighborhood, anchored by the new Transbay Terminal:

- The new Transbay Terminal will be a focus for commuters and visitors to the city. Improved regional bus service, seamless connections to BART and Muni, and future Caltrain and high-speed rail will link all corners of the Bay Area and major west coast cities to downtown. A plaza and pavilion will face Mission Street, providing a grand civic space and entry to the Terminal.

- Mixed-use development, much of it residential, will circle the new Terminal to the south. To provide much-needed housing as part of a full service urban neighborhood will require subdividing irregular parcels of public land. New buildings will range in height from four to eight stories, with tall, slender towers carefully placed throughout the district, well-spaced to maintain public access to sunlight and views. Buildings will be constructed with best practices for sustainable design.

- Folsom Boulevard, a new public promenade lined with shops and services, will provide a heart for the civic life of both Transbay and Rincon Hill and will connect the neighborhood to the waterfront and Yerba Buena Center.

- Main, Beale and Spear Streets will be redesigned as pedestrian streets that link local residents to downtown and the new Terminal, providing extra-wide, tree-planted sidewalks, seating, and small open spaces. Individual townhouses will front these streets, with stoops, porches, and landscaping.

- A major public park just north of Folsom Boulevard will provide refuge from the hustle and bustle of downtown. Residences will front the park, much like Sydney Walton or South Park. An adjacent retail mews, that links the park to Folsom Boulevard, will provide shops and cafes for area residents and visitors.

- New buildings will fill in gaps in the historic district east of Second Street, mixing new housing, entertainment and other activities. Space under the bus ramps will be home to new alleys and recreational facilities for the neighborhood.

- North of the new Terminal, a landmark Transit Tower with a mix of uses will bring added vitality to the area and accentuate the city’s skyline, marking the transition from downtown to the new Transbay/Rincon Hill neighborhood.

As we look forward, Transbay is an unparalleled opportunity for the future. Long simply a “pass through” on the way to somewhere else, the Transbay of tomorrow will be a vital new neighborhood, with its own identity, home to thousands of people, thriving shops and services, and a burgeoning new downtown community. With the implementation of the Design for Development, Transbay will be well on its way to becoming a dynamic new part of the city—a place any of us would be proud to call home.
Enhanced pedestrian connections to and through the Transbay Terminal will facilitate access to transit and to surrounding neighborhoods and districts.

The "heart" of the neighborhood will be located on Folsom Street, where sidewalks will be widened, streetscape improvements will be added and convenience services and retail uses will be located.

Framed by the Financial District and the Rincon Hill neighborhood, the Transbay area includes important public land that will be developed into a transit-oriented, mixed-use, commercial and residential neighborhood.

The new state-of-the-art, multi-modal Transbay Terminal will be the southern gateway to the Financial District, coalescing transit services from all points of the Bay Area in downtown San Francisco.
An active and attractive pedestrian environment will be created by expanding the existing public realm with new landscaped parks, pedestrian alleys, and widened sidewalks.

Improvements to the public realm of streets and alleys will create strong connections to the waterfront and other nearby San Francisco amenities.

Public access to views and sunlight will be preserved throughout the area by locating and spacing towers in such a way as to minimize their impact on open space and view corridors, and by requiring appropriate slenderness in new buildings.

A sense of urbanity and a connection to the past will be achieved by retaining older buildings, wherever possible, in the area of Second Street and by requiring compatible infill development in their vicinity.
The Transbay planning process has been rooted in simple objectives for creating a livable, high-density neighborhood in Transbay:

**Objectives**
- Ample open space
- An affordable, diverse range of housing
- Interesting and varied street experience
- Transportation choices
- Convenient shops and services
- Sunny parks and streets
- Transparency and views
- Environmentally-sound building design

Folsom Boulevard will become an active pedestrian realm with convenient shops and services.

The pedestrian experience will be improved with widened sidewalks, tree planting, and public open space.
A network of low-traffic streets, lined with townhouses and mixed-use infill development, will improve pedestrian circulation by breaking up the large South of Market blocks.
DESIGN FOR DEVELOPMENT —
WHAT IS IT?

This Transbay Design for Development document sets out a vision for future development within the proposed Transbay Redevelopment Project Area. The team of consultants, the Redevelopment Agency staff, and Planning Department staff (the Team) have developed the Design for Development, which includes frameworks for land use, for circulation and parking, for streetscape and open space, and for development within the Project Area. These frameworks address broad planning concerns, such as allowable land uses, maximum development, sidewalk improvements, and new public open spaces. The vision outlined in the Design for Development serves to provide consistency in urban design while allowing for architectural creativity.

Development Controls and Design Guidelines

While this Design for Development lays out the broad urban design and development program for the Project Area, more specific design standards and guidelines for private development supplement this document. These Development Controls and Design Guidelines prescribe, for example, maximum parking ratios; loading requirements; signage standards; retail space dimensions; ground floor residential design guidelines; private open space requirements; sustainable design standards; and will explore other architecture and urban design issues in the Project Area. These more specific design standards and guidelines have been developed through a public outreach process involving the Transbay Citizens Advisory Committee (CAC) and other interested community members.

Public Improvements

In addition to the development standards for private development included in the Development Controls and Design Guidelines, detailed specifications for public improvements will also be included in a Streetscape and Public Open Space Plan. This plan will determine the design of sidewalks, street lighting, street furniture, public parks, public plazas, and other improvements to enhance the livability, sustainability, and pedestrian orientation of the Project Area. While the Design for Development describes a broad plan for the Project Area, the Streetscape and Public Open Space Plan determines the specific types and design of public improvements that are an integral part of the redevelopment program.
INTRODUCTION

GOALS OF REDEVELOPMENT

The following goals for the Transbay Redevelopment Plan were established in conjunction with the Transbay Citizens Advisory Committee (CAC) and members of the community, at-large. The goals set forth the stated objectives that will direct the revitalization of the community. The Design for Development will guide the direction of all future development within the Transbay Project Area.

Goal 1
Create a distinctly livable, economically-diverse, urban community connected to downtown and the waterfront with well-designed streets, open space and retail areas.

Goal 2
Establish the area as both a gateway to the central city and a unique, transit-oriented neighborhood in San Francisco.

Goal 3
Create a pedestrian-oriented environment that encourages walking as a primary transportation mode within the Project Area, and where it is easy to meet people and to stroll safely, with leisure.

Goal 4
Develop a new downtown neighborhood to help address the city and regional housing crisis, support regional transit use, and provide financial support to the new Transbay Terminal and the Caltrain Downtown Extension.

Goal 5
Create a state-of-the-art, multi-modal facility that is an integral part of the surrounding commercial and residential neighborhood.

Goal 6
Encourage the use of alternative modes of transportation by future area residents, workers, and visitors, while accommodating public transit and auto ease for local and regional access.

Goal 7
Enhance the linkages between the new Transbay Terminal and the Financial District by creating a community with ample open space, shopping and service facilities to meet the needs of its members and visitors.
THE PUBLIC PROCESS

Throughout the Transbay Design for Development process, the community had opportunities to provide substantive input and direction on the plan. The public input has been in the form of three public workshops, numerous public Citizens Advisory Committee (CAC) meetings, and several Technical Advisory Committee (TAC) meetings held during 2003.

Members of the public were invited to the public workshops to provide input at every stage of the planning process. In order to attract the broadest possible participation at the workshops, approximately one thousand flyers were sent to organizations and individuals. In addition, e-mails and flyers were sent to citywide and neighborhood organizations with a potential interest in the project to distribute among their members and other interested parties. Some of the organizations that received mailings include: The San Francisco Chamber of Commerce, Yerba Buena Alliance, the Transportation and Land Use Coalition, Urban Ecology, the San Francisco County Transportation Authority, the Surface Transportation Policy Project, Bay Rail Alliance, San Francisco Organizing Project, Mission Economic Development Association, San Francisco Council of District Merchants Associations, Walk San Francisco, San Francisco Architectural Heritage, San Francisco Beautiful, San Francisco Tomorrow, San Francisco Planning and Urban Research Association, California Center for Land Recycling, Senior Action Network, Housing Action Coalition, Transportation for Livable Communities, People on the Bus, Small Business Commission and the Urban Land Institute. Further advertisement for the workshops was posted on the UC Berkeley City and Regional Planning Department list server, as well as in the San Francisco Bay Guardian and the San Francisco Independent newspapers.

At the first public workshop, the Team introduced the public to the opportunities and constraints of the Transbay Redevelopment Project Area and offered some broad ideas and concepts for potential changes. Participants discussed the area in focus groups and offered opinions on the needs of the area from the perspective of residents, workers and visitors. To ensure that all participants would have full access to the presentations and focus groups, interpreters for Mandarin, Cantonese, Spanish, and Tagalog were present at the meetings. Based on this input, streetscape and open space improvements, as well as three development concepts, were generated. These concepts were then presented at the second workshop, where participants again met in focus groups to refine the concepts and to generate more specific recommendations for housing and commercial development as well as open space and streets. The Team used this input to generate a preferred streetscape, open space, and development concept.

At the final workshop, the Team presented the preferred concept, and participants again had the opportunity to provide input and refine the concept. The Team then incorporated the public input into the Draft Design for Development.