GOALS OF REDEVELOPMENT

**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 TRANSBAY DESIGN FOR DEVELOPMENT: WHAT IS IT?
The Transbay Design for Development sets out a vision for future development within the Transbay Redevelopment Project Area. The Redevelopment Agency, the Planning Department, and a team of consultants developed the Design for Development document in 2003. It includes conceptual frameworks for land use, circulation and parking, streetscapes and open space, and vertical 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 described in the Design for Development serves to provide consistency in urban design while allowing for architectural creativity. This summary document provides an outline of the development concepts and public improvements recommended by the Design for Development.

Development Controls and Design Guidelines
The Design for Development lays out the broad urban design and development concepts for the Project Area. The Development Controls and Design Guidelines provide specific design standards for private development. The Development Controls and Design Guidelines is a controlling document which prescribes, for example, building heights and bulk controls, maximum parking ratios, signage standards, retail space dimensions, ground floor residential design guidelines, private open space requirements, and sustainable design standards. These more specific design standards and guidelines were developed through a public outreach process involving the Transbay Citizens Advisory Committee (CAC) and other interested community members.

Streetscape and Public Open Space Plan
In addition to the development standards for private development included in the Development Controls and Design Guidelines, detailed specifications for public improvements will 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 will determine the specific types and design of public improvements that are an integral part of the redevelopment program.

Conceptual Plan of Transbay Square
# NEW OPEN SPACE

The rebuilding of the Transbay Terminal and associated redevelopment of the Project Area present an enormous opportunity to create a legible network of open spaces and pedestrian paths. While the great neighborhoods of San Francisco all have unique and varied public open spaces, Transbay can provide a new open space paradigm with applicability throughout South of Market and other portions of eastern San Francisco that are still undergoing significant change and are challenged in their ability to provide open space and recreational facilities through traditional means.

One important foundation for the plan for streets and open spaces in Transbay is to provide connectivity between new development, transit facilities and destinations within the city.

In addition to connectivity, the Transbay area must also have an adequate supply of usable open spaces for its role as a downtown neighborhood.

A proposed new park, Transbay Square, is located just north of Folsom Street, bounded by Main and Beale Streets. Similar in size to Sydney Walton Park, this park will be a well-landscaped, informally designed park frequented by nearby residents and workers alike. Framed by residential uses with front doors opening onto the park area, this park will be primarily oriented towards passive recreation activities and will be an integral neighborhood amenity.

A series of small open spaces were contemplated as part of the Design for Development. The potential location of these parks has been changed and will be finalized in the Streetscape and Open Space Plan.

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<table>
<thead>
<tr>
<th>Neighborhood Park</th>
<th>32' Sidewalk</th>
<th>Sidewalk Extension with Parking Pocket</th>
<th>Travel Lane northward to Proposed Bicycle Route</th>
<th>Sidewalk Extension with Parking Pocket</th>
<th>10’ - 15’ Sidewalk</th>
<th>10’ Residential Backyard</th>
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<tbody>
<tr>
<td>Main Street at Park.</td>
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Aerial Photo of Project Area in 2003

Transbay Terminal

The Transbay Redevelopment Plan is part of an inter-agency effort to develop a new multi-modal transit terminal on the site of the existing Transbay Terminal, extend Caltrain service to the new terminal, facilitate the development of publicly-owned parcels near the new terminal and revitalize the surrounding neighborhood. The existing Transbay Terminal and its ramps are outdated and seismically unstable. The Transbay Joint Powers Authority is taking the lead in planning, designing and building the new Transbay Terminal and Caltrain Extension, which will become a regional transit hub, connecting regional and local rail and bus services. The Redevelopment Agency will lead the effort to redevelop the Project Area, with a focus on transit-oriented development on the publicly-owned parcels along the former route of a portion of the Embarcadero Freeway.
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.

Based on the comparative analysis of the three conceptual designs, and community input from the second and third public workshops, Concept Three was identified as the preferred design concept. With fewer, taller towers and a varied base height, it has the most potential to create a livable, high-density downtown neighborhood. This concept is able to achieve the greatest diversity of unit types while still creating a large amount of new residential development to address the city’s and the region’s housing crisis. On the resubdivided, publicly-owned parcels alone, 3,200 units will be constructed. As a result of the public’s feedback, Concept Three was developed into the Design for Development Plan.