



REVITALIZING THE COMMUNITY: BRINGING LIFE INTO SHOWPLACE SQUARE, SAN FRANCISCO

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REVITALIZING THE COMMUNITY:
BRINGING LIFE INTO SHOWPLACE SQUARE,
SAN FRANCISCO

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TABLE OF CONTENTS

Table of Contents	i
Abstract	ii
Dedication	iii
Acknowledgements	iv
Definition of Terms	v - vi
List of Illustrations, Maps and Photographs	vii
A Look into the History of Mixed Use and New Urbanism	1 - 3
Advantages of Implementation	4 - 9
Mission Bay, San Francisco Case Study	10 - 12
Showplace Square Site Analysis	13 - 22
Proposed Design	23 - 39
Conclusion	40
Bibliography	41 - 43
Appendix	44 - 47

ABSTRACT

This project focuses on the physical, psychological, social and economic benefits of implementing mixed use in our communities. More specifically, this means redesigning an underutilized portion of land in the industrial district of Showplace Square. Currently, the site is zoned as PDR, which is known as production, distribution and repair. The proposed design implements aspects of mixed use development including: retail, office, housing, education, arts and public open space. Design principles such as walkable streets and sustainability are used in the project. The new design functions as a transit oriented development serving the needs of incoming residents of Showplace Square and the surrounding communities. Using the California College of the Arts campus as inspiration, a mixture of curvilinear and straight line geometries creates a unique modern landscape for the new community.

DEDICATION

I would like to dedicate my senior thesis to my family: Dad, Mom, Everly and Allyson, for your encouragement and support these past four years. I would like to especially thank Allyson for being my twin and always listening to me whenever I had to talk to her about the accomplishments and stresses of senior project! Thanks sis!

I would also like to dedicate this project to my fellow landscape architecture classmates. Thank you for making my experience in the LDA program one filled with fun, enjoyable and sometimes stressful memories! I will miss you guys!

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To Mark Francis,

Thank you for guiding us through this scary process. Your funny stories made the task a little less stressful.

To Michael Rios,

Thank you for pushing me to think larger scale and outside of the box. Your expertise in aspects of urban design was insightful and very helpful.

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To Catherine Reilly,

Thank you for taking time out of your busy schedule to answer all my questions about Mission Bay. Your knowledge about redevelopment gave me a starting point for the design process.

DEFINITION OF TERMS

Brownfield- an industrial or commercial site that is idle or underused because of real or perceived environmental pollution.

Case Study- a research strategy, an empirical inquiry that investigates a phenomenon within its real-life context

CNU- Charter for the New Urbanism

Community- a social group of any size whose members reside in a specific locality, share government, and often have a common cultural and historical heritage.

Density- the number of inhabitants, dwellings, or the like, per unit area

District- an area, region, or section with a distinguishing character

Façade- any side of a building facing a public way or space and finished accordingly.

Green Roof- roof of a building that is partially or completely covered with vegetation and soil, or a growing medium, planted over a waterproofing membrane.

Mixed Use Development- the practice of allowing more than one type of use in a building or set of buildings

Neighborhood- the area or region around or near some place or thing

New Urbanism- human-scaled neighborhoods as the building blocks of sustainable communities and regions.



Mixed Use Development

DEFINITION OF TERMS

PDR- Production, Distribution and Repair Zone, refer to the very wide variety of activities which have traditionally occurred and still occur in our industrially zoned areas

Redevelopment- an often publicly financed rebuilding of an urban residential or commercial section in decline

Smart Growth- supports the integration of mixed land uses and housing density into communities as a critical component of achieving better places to live

Sustainability- of, relating to, or being a method of harvesting or using a resource so that the resource is not depleted or permanently damaged; of or relating to a lifestyle involving the use of sustainable methods

Transit Oriented Development (TOD) - a mixed use community within an average 2,000 foot walking distance of a transit stop and core commercial area. TOD mix residential, retail, office, open space and public uses in a walkable environment, making it convenient for residents and employees to travel by transit, bicycle, foot or car.

Urban Sprawl- the spreading of a city and its suburbs over rural land at the fringe of an urban area

Urban Sprawl



LIST OF ILLUSTRATIONS, MAPS AND PHOTOGRAPHS

PHOTOGRAPHS

Mixed Use Development	v
Urban Sprawl	vi
Highway Network	1
New Urbanist Community	3
Pedestrians Walking	4
Community Diversity	7
People Shopping	9
Historic View of Mission Bay	10
Arterra Condominiums	11
Kayaking Storage Unit	11
UCSF Mission Bay Campus	12
Showplace Square East Warehouses	14
8th Street	15
Showplace Square West Warehouses	19
Showplace Square West Streetscape	19
Showplace Square West Warehouses	20
San Francisco Design Center	20
Architecture in Showplace Square North	21
Vacant Lot in Showplace Square East	22
Resturant Warehouse in Showplace Square East	22

MAPS

Context Map	13
Existing Businesses	16
Land Use Map - Parcels	17
Land Use Map - Combined	18
Master Plan	28
Land Use Plan	29
Showplace Plaza Plan	30
Green Roof Plan	36

ILLUSTRATIONS

Aerial View of South- East Part of Development	23
Aerial View of North- East Part of Development	26
Bird's Eye View of Showplace Plaza	31
Water Fountain	31
Elevated Walkway	32
Vegetated Planter	32
Showplace Plaza	33
Children's Play Fountain	33
Central Curved Walkway	34
Aerial View - Plaza	34
Sections - CCA and Children's Play Fountain	35
Green Roof - Picnic Area	37
Green Roof - Native Garden	37
Green Roof Bird's Eye	38
Basketball Court	38
Street Sections	39

A LOOK INTO THE HISTORY OF MIXED USE AND NEW URBANISM

Before World War II, many towns and cities in the United States were planned as small communities. Grocery stores, restaurants, community centers and work places were placed much closer to the home. Pedestrian travel was the primary method of moving from one place to another. These communities were created with the goal of having a variety of activities nearby for easy accessibility to the pedestrian. At this time, cars were not affordable to the average family, so resources needed to be situated in walking distance. After World War II, the economy was booming and Americans were active consumers. (Tassava, 2008) The car had become an attractive commodity. And thanks to the Ford assembly line, car companies were producing hundreds of vehicles per day. It soon was seen as a necessity for Americans to have one. An increasing number of cars were being driven on roads. This led to the creation of towns and cities being planned around the access and circulation of the vehicle. Streets required larger widths and more lanes to accommodate the large masses of cars. Much of the American landscape today is gray because of the extensive network of roadways. Cities grew larger and land uses became separated. (Leccese, 2000) At that time, suburbanites commuted 10-15 minutes away from their homes for activities like buying groceries or going out for dinner. "From the 1910s through the 1950s finely mixed land



Today, large networks of roadway run throughout our cities and towns.

A LOOK INTO THE HISTORY OF MIXED USE AND NEW URBANISM

uses were rare in new developments.” (Design Center for American Urban Landscape, 2003) People wanted the American dream of the white picket fence and their nice home in suburbia. However, the idea of American dream has changed since then.

It was not until the 1980s and 1990s when planners started to regain interest in creating smaller communities. (Lucy, 2006) The movement toward being more sustainable pushed planners and designers to build more compact, higher density developments. New ideologies such as smart growth and new urbanism encourage a mix of uses in communities to promote activity and community interaction. According to the website, newurbanism.org, new urbanist developments give “people many choices for living an urban lifestyle in sustainable, convenient and enjoyable places, while providing the solutions to peak oil, global warming, and climate change.” (newurbanism.org, 2009) Designing for the future has been centered on being more sustainable in the way we design and the materials we utilize. Founded in Chicago in 1993, the Charter for the New Urbanism (CNU) is an organization that promotes new urbanist design principles. Composed of a variety of planners, architects and landscape architects, CNU has now grown to over 3000 members and still continues to grow today. New urbanists value the implementation of open space, context appropriate planning

A LOOK INTO THE HISTORY OF MIXED USE AND NEW URBANISM

and the creation of jobs and housing in developments. (New Urbanism, 2009)



New Urbanist Community

ADVANTAGES OF IMPLEMENTATION

New urbanism and smart growth focus on aspects of rejuvenating the city or town and correcting problems that were caused by urban sprawl. Low density housing and poor public transportation are some characteristics of sprawl developments. The use of a vehicle to get from home to work was essential. Resources and activities were located far from where people lived. Smart growth supports the integration of mixed land uses to promote residents to stay connected to their local community. Mixed use and new urbanist developments are not only conveniently designed for the needs of the pedestrian, but they also have physical, psychological, social and economic benefits for the community.

PHYSICAL

Mixed use developments promote residents to walk rather than drive their cars. Within close proximity to work, shops, restaurants and community public spaces, people are encouraged to walk from home to destination hot spots. Mixed use developments are especially beneficial to more elderly populations. When age increases past 65, research shows that the probability of the elderly having car accidents also increases. Walking encourages the elderly to be independent. As baby boomers grow older, it



New urbanism and smart growth promote walkability for the pedestrian.

ADVANTAGES OF IMPLEMENTATION

is important to have their necessities in close proximity to promote an active lifestyle.

(Lucy, 2006) “Walking and biking are pleasant because of the wide variety of street environments on different routes and the low levels of traffic on the streets.” (Lessese, 2000) Widened sidewalks enhance street appeal and encourage business owners to use the space for dining outdoors or selling retail. Cars also tend to slow down in these areas to be cautious of pedestrians and to browse the activity on sidewalks.

Using alternative methods of transportation reduces the number of cars on the road. “Some studies have quantified a significant reduction of vehicle miles traveled in new urbanist communities compared to conventional suburban communities...” (Lessese, 2000) Fewer traffic accidents are caused because less vehicles are on the road. In areas where mixed use is implemented, cases concerning respiratory problems are lower as a result of less pollution. Mixed use developments are often central hubs of interest in the community. Transit stops are located in or near the development for easy access. People are then motivated to take a stroll through the streets and experience the area.

ADVANTAGES OF IMPLEMENTATION

PSYCHOLOGICAL

Increasing density is an important factor in many mixed use and new urbanist communities. When we hear the word, "density" in land planning, we give it a negative meaning. We think of crowded slum-like tenements high in crime and drugs. (Hinshaw, 2007) But density is associated with positive effects in the realm of new urbanism. Large populations of people need to live in mixed use neighborhoods in order to support local businesses. A lively atmosphere is created when large groups of people walk and chat on street sidewalks. It creates a sense of place and improves relationships between residents in the area. Safety is less of an issue in well designed mixed use developments. People feel more comfortable when others are around them. Buildings that feature retail shops and stores have large viewing windows. Research shows that people are more comfortable in these places. It gives them a sense of security knowing that there are many people watching the area.

Mixed use developments encompass a diverse variety of people and building types. From the different land uses on site, to the people that live there, there are a range of activities and populations moving throughout the area. Urban communities are composed of people from various cultures, races, and socio-economic classes.

ADVANTAGES OF IMPLEMENTATION

SOCIAL

Urban mixed use communities are melting pots of people from different backgrounds. It is these types of diverse communities that bring about behaviors of acceptance between one another. Urban dwellers embrace diverse cultures and are more open to meeting new people in the city. (Hinshaw, 2007) In suburban or gated communities one specific type of population often dominates the area. These types of communities often isolate ethnic groups or social classes from one another. Mixed use developments are more socially inclusive compared to suburban communities. Residents in the city enjoy living in close proximity to variety of people and land uses. It has become the new "American dream" to live in urban mixed use communities. (Calthorpe, 1993) Also, by designing these types of projects we reduce the amount of segregation that occurs. In the past, segregated communities like ghettos were often associated with the poor and uneducated. People prefer to live in diverse communities compared to one that is primarily identified as "very poor." "The attitude is about welcoming many different people in rather than finding ways to keep them out." (Hinshaw, 2007)

As discussed earlier, the convenience of having places of interest nearby is that

Urban communities often are composed of diverse groups of people.



ADVANTAGES OF IMPLEMENTATION

it promotes a lively outdoor social setting. Shops and small stores encourage people to go out and explore. This is hardly seen in suburban areas where the choice activity is watching television. "Our children also develop television habits that distract them from playing outside or participating in sports." (Hinshaw, 2007) It has developed into the serious problem of obesity in many of today's youth.

ECONOMIC

A wide range of services can be available in mixed use communities. Activities such as shopping, dining, watching movies or relaxing at the public park can be done in areas of mixed use. And because these uses are situated so closely together, it encourages residents to stay within the local vicinity. Businesses situated in mixed use developments are primarily supported by local residents. (Hinshaw, 2007) They do not only serve the needs of the consumer, but shops and stores are also a source of many jobs. Public transportation is a very significant aspect of new urbanist design. Transit stops provide pleasant and convenient access to residential and commercial areas." (Calthorpe, 1993) Bus ridership is another source of revenue that serves mixed use developments.

ADVANTAGES OF IMPLEMENTATION

Under tough economic times like we are experiencing today, mixed use developments can better sustain hits to the economy. "Because mixed-use properties are multi-dimensional, in many cases, they act as a buffer when certain markets weaken." (Knudson, 2007) For example, if the housing market is suffering because people don't have finances to purchase or rent homes, offices and commercial stores can still produce revenue for the area. Having alternative resources for financial gain makes mixed use developments so appealing to planners and developers.

Mixed Use Developments provide the community with a range of resources for economic profit.



MISSION BAY, SAN FRANCISCO

Mission Bay, San Francisco is located east of Showplace Square and just south of the city's downtown. Approximately 300 acres, Mission Bay is divided into 2 smaller redevelopment projects: Mission Bay North and Mission Bay South. Working along side FOCIL-MB, LLC, a mixed use developer, the San Francisco Redevelopment Agency has begun transforming the once uninhabited site into an active community.

In its past, Mission Bay was owned by the government. Parcels of land were sold to buyers as waterlots. Many owners tried to build on the water by bringing in large pilings. Some even sank sea vessels in place in an effort to create dry land. The waters located right off shore were highly polluted with debris and chemicals. Lumber and hay were the primary imports into Mission Creek. "It was an open sewer, a cesspool that emitted offensive odors, especially at low tide." (Olmstead, 2007) Later, during World War II, the district had transformed into a bustling war time industrial center that served the San Francisco Port. Rail lines and containers packed the area. "Third Street quickly became Railroad Avenue: it had traces for horsecars and more importantly, it paralleled the railroad right of way to the city." (Olmstead, 2007) During the 1880s, Mission Bay became the iron and steel center of the West Coast. It continued to serve the port until the 1970s, when activity in the industrial site declined. It was not until the late 20th century, when



Aerial view of Mission Bay, San Francisco in the 1950s.

MISSION BAY, SAN FRANCISCO

Mission Bay land was proposed to be redeveloped.

Today, the area has transformed into a mixed use development that centers on the University of California, San Francisco Mission Bay Campus. The redevelopment project started approximately 30 years ago, when developers first thought of the idea of utilizing the beautiful San Francisco Bay view. It got further encouragement by Mayor Willie Brown during his term in the 1990s. In 1998, the Mission Bay North and South plans were established by the city Board of Supervisors. (San Francisco Redevelopment Agency, 2006) The north end consists of many apartment complexes and condominiums, some of which are allocated to affordable housing. The new park and greenway running next to Mission Creek, offers residents green space for walking, biking and kayaking at the pier. King Street is one of the busiest streets in Mission Bay. Retail shops and cafes line the street offering residents the convenience of shopping and dining nearby. Mission Bay South is the area located south of Mission Creek. Several large corporations like Gap and the California Institute for Quantitative Biomedical Research hold offices in the vicinity.

Centrally located in Mission Bay, the UCSF medical campus is the focal point of the redevelopment. UCSF was considering expanding to a different area, but



The newly built Arterra Condominiums is a certified LEED GOLD building.

A pier next to Mission Creek offers students and community members lessons and equipment for kayaking.



MISSION BAY, SAN FRANCISCO

the city offered the University of California land to construct their campus, enticing them to stay in the city. Academic lecture halls, a recreational facility and student housing are components of the new campus design. Mission Bay takes on the modern biotech architectural style with large block buildings and simplistic lines that define the landscape of public space. Alexandria Real Estate developed many of the plans for the biotech facilities in Mission Bay South. They specialize in both commercial and industrial design. (Reilly, 2009)

Implementing some low impact development techniques, the Mission Bay Redevelopment features some bioswales and retention basins to capture rainwater and store it on site. In the future, buildings constructed on site will be designed to achieve LEED Core and Shell Standards. A transit oriented development, the site encourages residents to utilize the MUNI Bus System, the light rail on Third Street or ride their bikes to the site. (Reilly, 2009)



The UCSF campus takes up approximately 40 acres of land in Mission Bay.

SITE ANALYSIS



SITE ANALYSIS

Located in Showplace Square, San Francisco, the area for the proposed design is approximately 45 acres large. The project's site boundaries include DeHaro, Berry, 7th and 16th Streets. Considered one of the epicenters for interior design, Showplace Square has two distinct identities. Much of the western side of the district is maintained well, with core design businesses and showcase halls promoting activity. People can be seen walking the streets during exhibitions and conventions and the overall character is much more inviting than the eastern portion. Street trees line the sidewalks and businesses display their products in windows. Because many parcels of land are allocated to parking lots and storage warehouses on the eastern side, virtually no community interaction is exhibited. Businesses and industries do not offer residents immediate services such as shopping and recreation. A major factor in this area's degradation is safety. Lack of a well designed streetscape deters visitors from coming into the space. In some parts, sidewalks are non existent and, at night, lighting is poor. Homeless people can be seen sleeping in the loading docks of warehouses and this causes people to stay away from the eastern side of Showplace Square.

Currently, the site is zoned as a Production, Distribution and Repair zone. Showplace Square houses various industries, some including Greyhound Buses, AT&T



Unattractive industrial warehouses populate many parcels Showplace Square.

SITE ANALYSIS

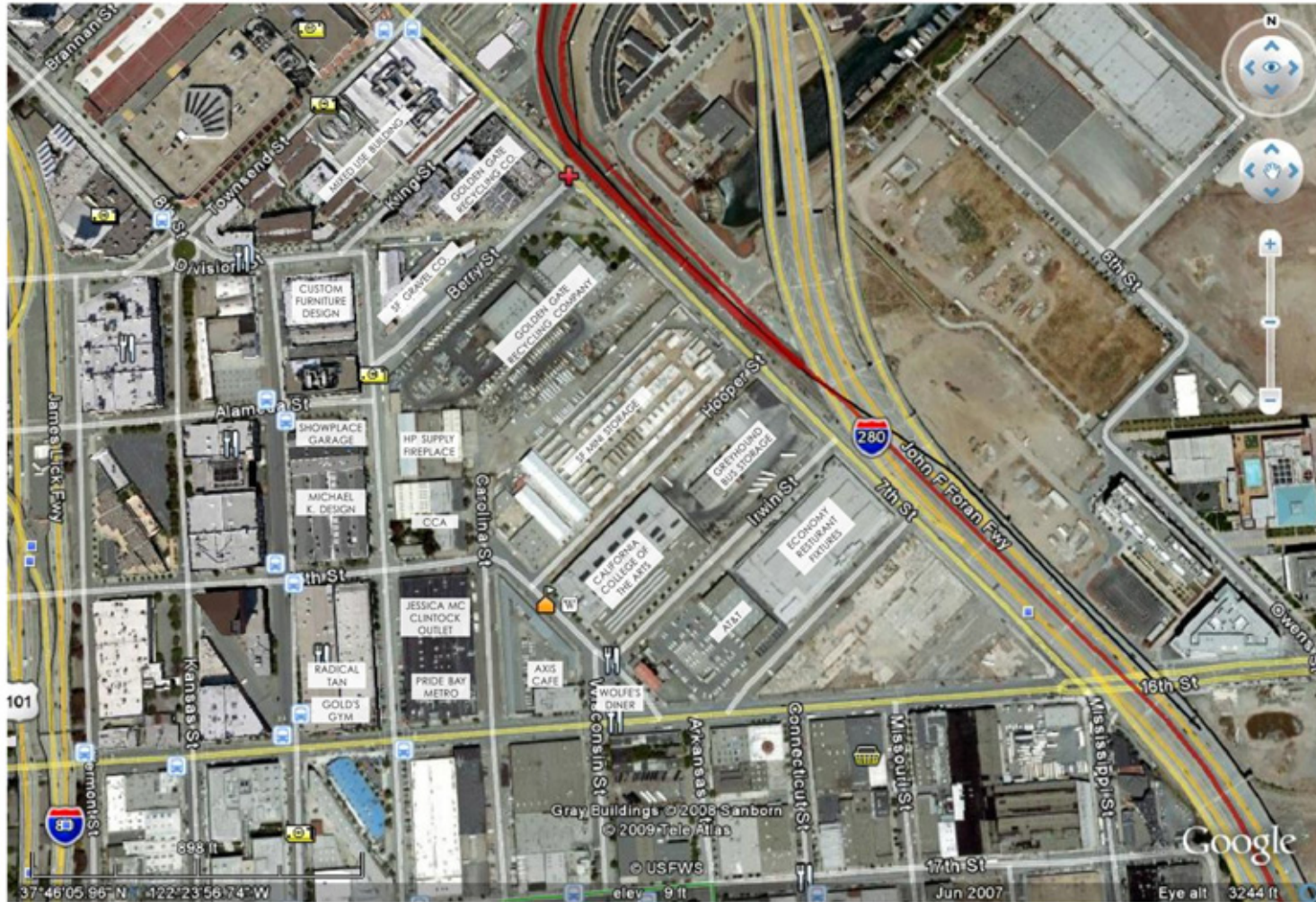
and the Golden Gate Recycling Company. Commercial parcels are designated to the southern portion of the site. The Jessica McClintock Outlet, Axis Café and Burt's Diner are all located next to the main 16th Street corridor. Towards the southeastern vicinity, a vacant lot sits fenced off and unused. Large pieces of rubble and debris from the deconstruction of an old paint factory that once stood there remain.

One of the most active spots in the eastern portion of Showplace Square is the campus extension of the California College of the Arts. The San Francisco CCA campus located towards the center of the project site is home to the Wattis Institute. Inside, the Kent and Vicki Logan Galleries display student work and the Timken Hall is used for class lectures. The CCA campus extension in Showplace square serves graduate and undergraduate students in the fields of architecture and design.

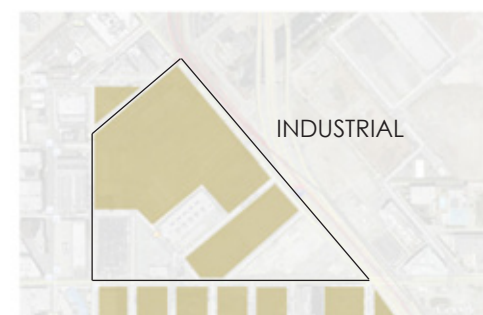
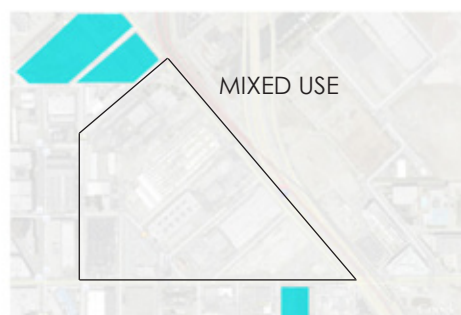
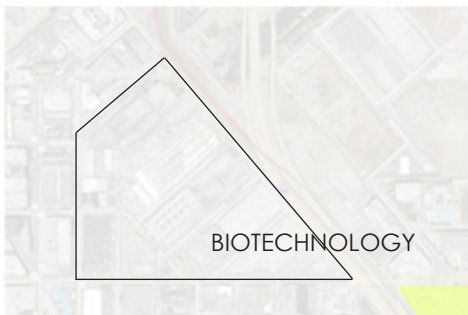
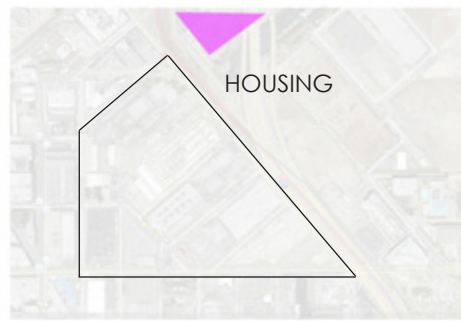
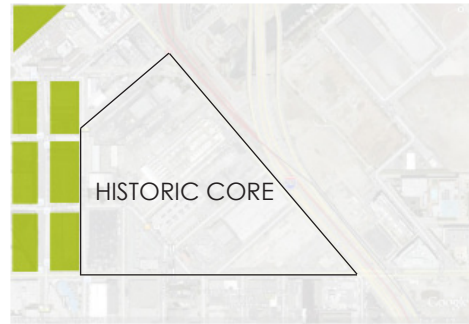
The CCA and Axis Cafe are some of the more active areas in Showplace Square.



EXISTING BUSINESSES AND INDUSTRIES



EXISTING LAND USES - PARCELS



EXISTING LAND USES



PHOTOGRAPHIC SITE ANALYSIS



ABOVE: Buildings in the western portion of Showplace Square display historic character with their red brick facades.



ABOVE: Trees enhance the streetscape and provide shade on the sidewalks.

SHOWPLACE SQUARE WEST

PHOTOGRAPHIC SITE ANALYSIS



LEFT and BELOW: Galleries and showcase warehouses are scattered throughout the area.



ABOVE: The San Francisco Design Center is the gathering space for interior design exhibitions and showcases.

SHOWPLACE SQUARE WEST

PHOTOGRAPHIC SITE ANALYSIS



ABOVE: This modern mixed use building uses curvilinear shapes to create a unique building.



ABOVE: The building uses a combination of materials and color to add interest in the landscape.



RIGHT: Bioswales are implemented in the parking lot of the new mixed use development.

SHOWPLACE SQUARE NORTH

PHOTOGRAPHIC SITE ANALYSIS



ABOVE: A 5 acre lot at the southeast end of the site sits empty and fenced off.



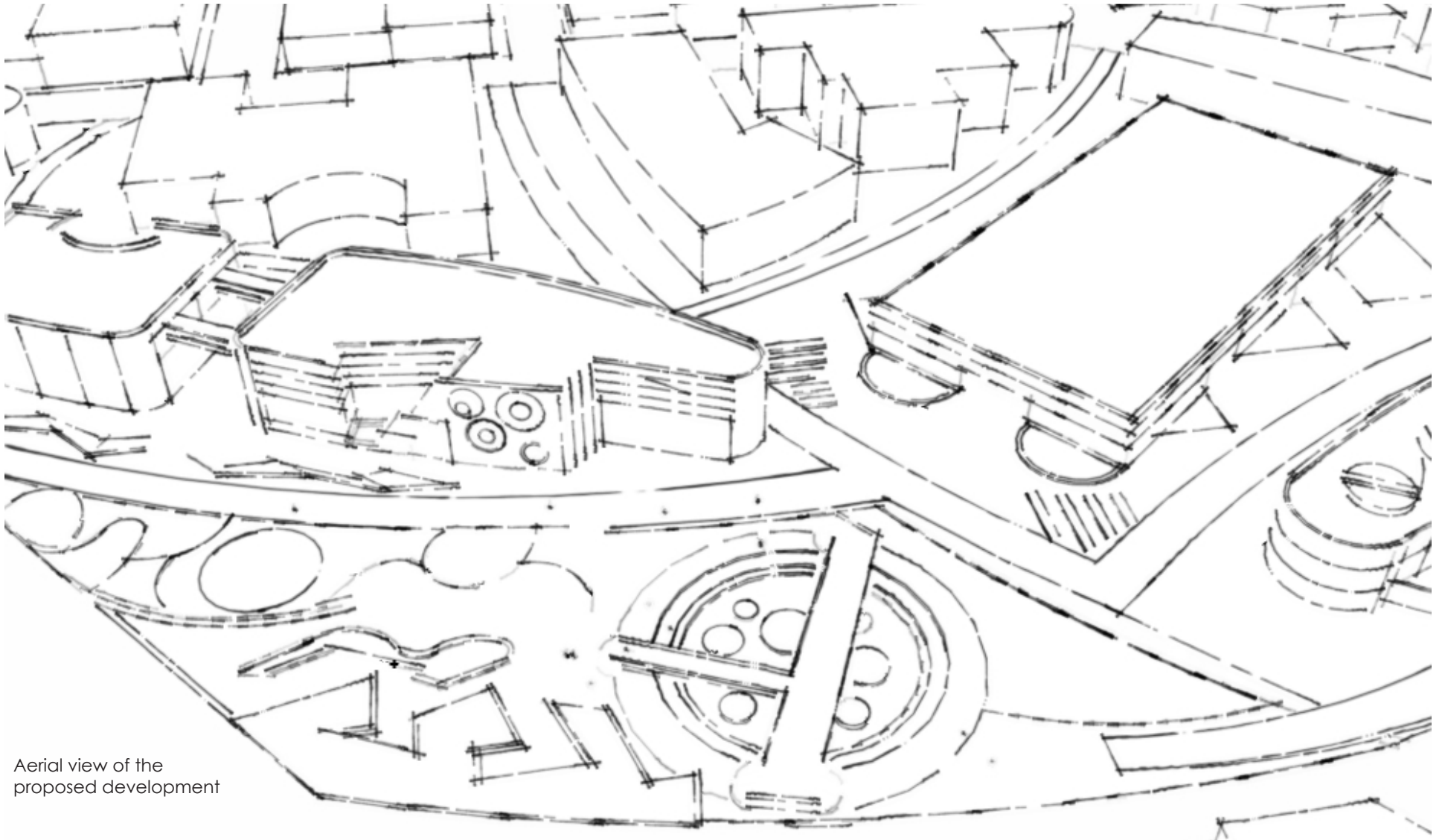
ABOVE: Many parcels of land are allocated to warehouses in the eastern portion of Showplace Square.



ABOVE: The California College of the Arts Campus (CCA) serves students in the architecture and design fields. The building holds several design studios and a lecture hall. The CCA on 8th Street is home to the Wattis Gallery, and A^2 Cafe.

SHOWPLACE SQUARE EAST

PROPOSED DESIGN



Aerial view of the proposed development

PROPOSED DESIGN

Designed to reflect the character of the California College of the Arts Campus, the new design for Showplace Square East uses a mixture of curvilinear and straight lines to create a modern landscape. Breaking away from the traditional street grid system, the proposed plan offers visitors wider sidewalks and large shared public spaces. Although the design aesthetic differs from the buildings in the western vicinity, the new landscape stitches together architecture in Showplace Square North and in the Mission Bay Redevelopment. Integrating housing, commercial, educational, industrial and public open space, Showplace Square aims to be an attraction, south of Market that visitors will want to check out.

The proposed design expands the solitary CCA building by creating a small campus setting. The additions include more academic buildings, dormitory housing, and a recreational facility for students. Located in one of the most famous districts for interior design in the nation, the expansion builds off of the existing artistic character of the area.

The new plan also calls for the development of a San Francisco Design Center extension. This building would serve as a design museum and showcase hall available for trade shows or large scaled gatherings. Outside the SFDC extension, Showplace Plaza features a children's water play fountain and amphitheater, an elevated viewing

PROPOSED DESIGN

walkway and terraced green space. A combination of steel, glass and wood are used in Showplace Plaza to reflect the materials used in traditional and modern design.

Located at the center of the site, the oval structure serves as a combination commercial area, parking lot and recreational green roof. Shops, restaurants and a community center take up the first floor. Above that, two stories of parking encourage visitors to park in the structure and walk to places in the area. At the top level, visitors will find outdoor basketball courts and children's play area. On the opposite side, people can stroll through a native garden, look at scenic views of the city or have lunch in the picnic area. A curved ramp allows easy access from the parking structure into Showplace Plaza.

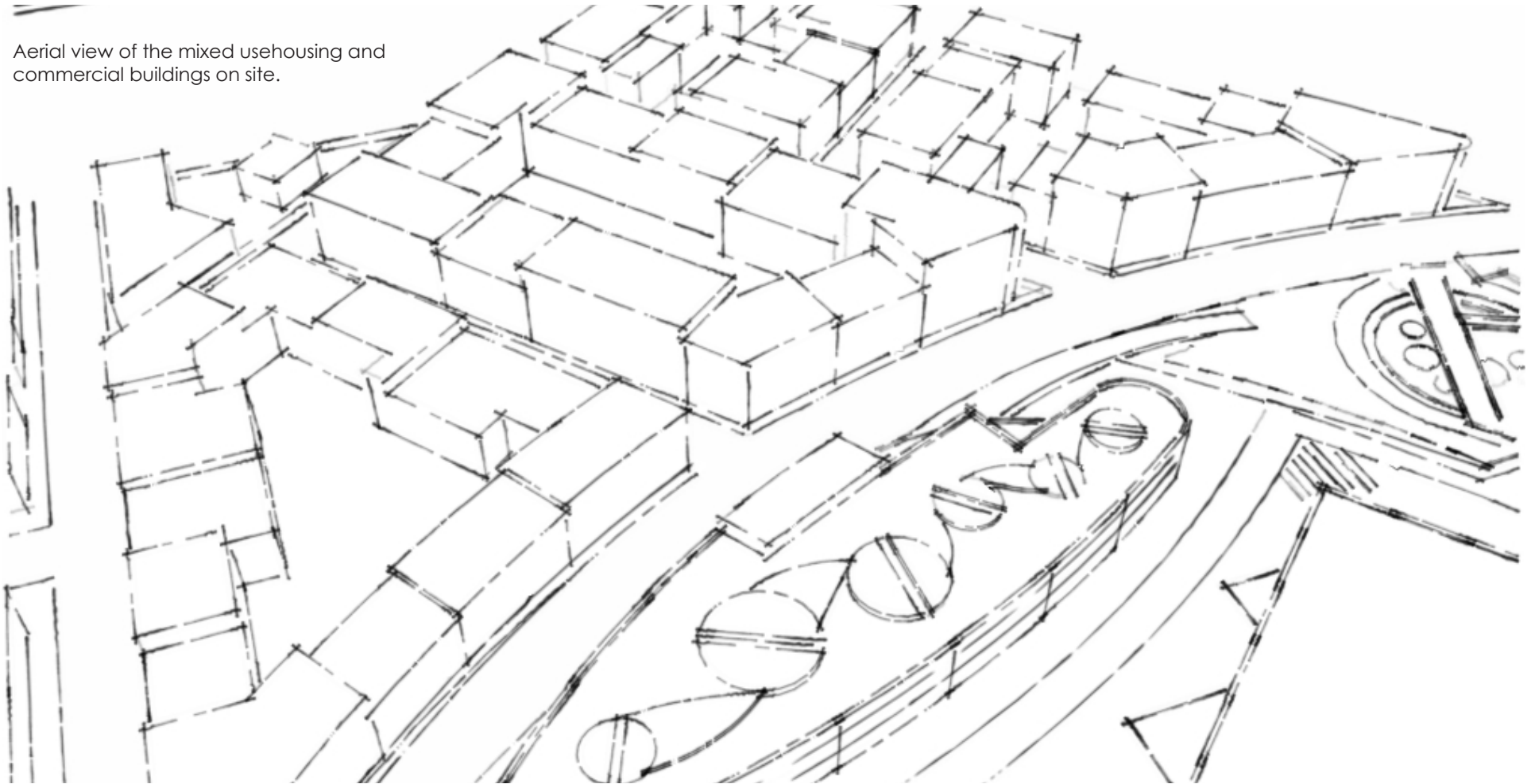
Along 7th Street, a mix of industrial design warehouses and retail shops will attract visitors into the development. Acting as a barrier to noise from the train and overhead highway, the industrial and commercial zones tolerate noisier conditions. Mixed use buildings with a combination of retail on the ground floor, and apartments and condominiums above will fill out the rest of the development in the northeast end.

Designed to educate the public about sustainable practices, a series of rain gardens and bioswales are used on site. The major street is divided by a 10 foot bioswale

PROPOSED DESIGN

which helps clean road runoff and increase water percolation. In areas of the sidewalk, curb cuts allow for water to flow into and recharge planting areas.

Aerial view of the mixed use housing and commercial buildings on site.



PROPOSED DESIGN

PROJECT DESIGN COMPONENTS

Commercial

Retail
Service
Cafés
Restaurants

Housing

Apartments, Some allocated for affordable housing
Condominiums

Education

(California College of the Arts)
Campus- Studios, Lecture Hall, Wattis Gallery
Student Housing
Recreation Facility

Art/Entertainment

San Francisco Design Center Extension
Nightclub

Industrial

Design Warehouses

Public Space

Showplace Plaza
Green Roof above Parking Structure
Wide Sidewalks
Courtyards inside Mixed Use Blocks

Sustainable Practices

Green Roof
Bioswales in Street
Rain Gardens

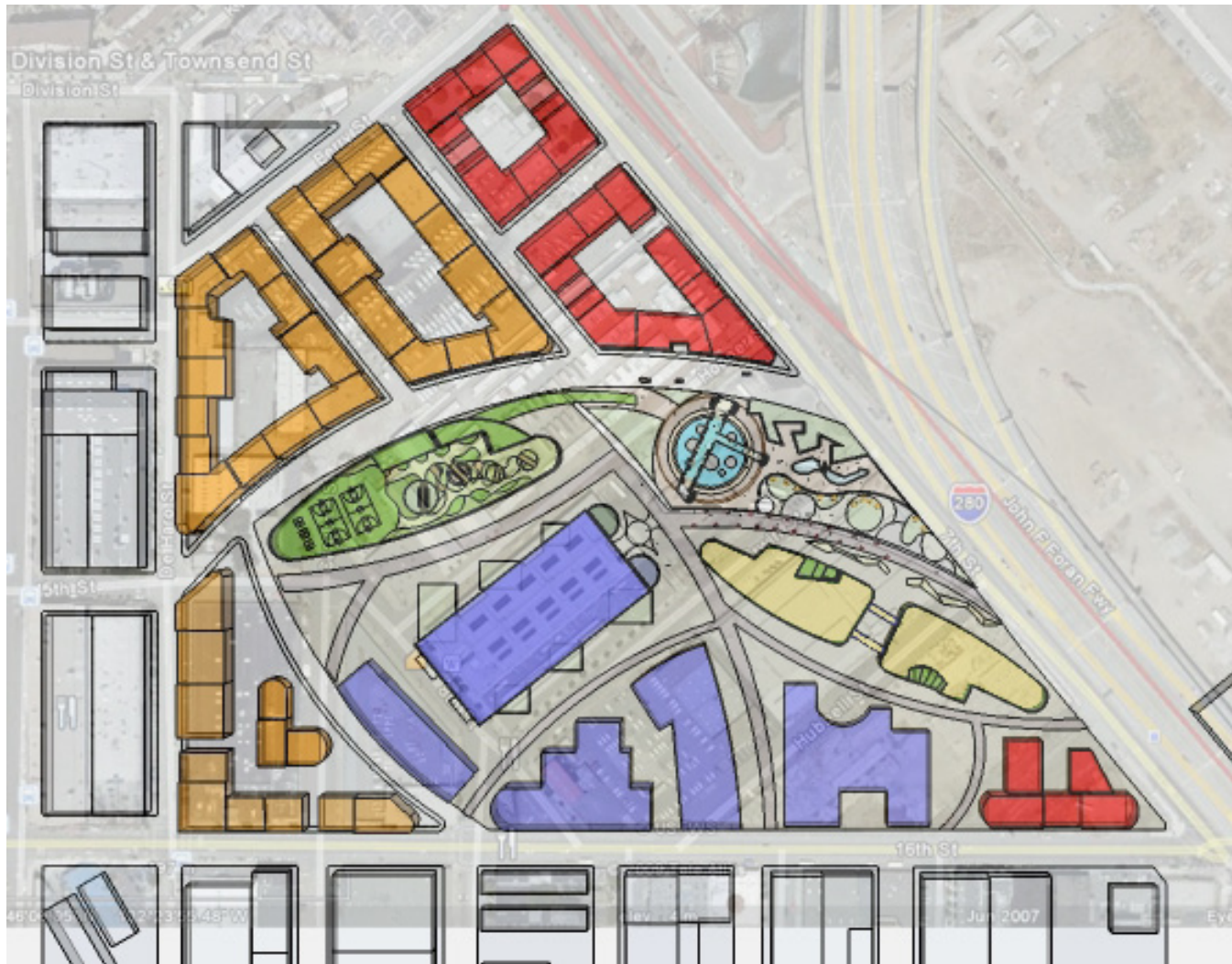
PROPOSED DESIGN



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PROPOSED DESIGN

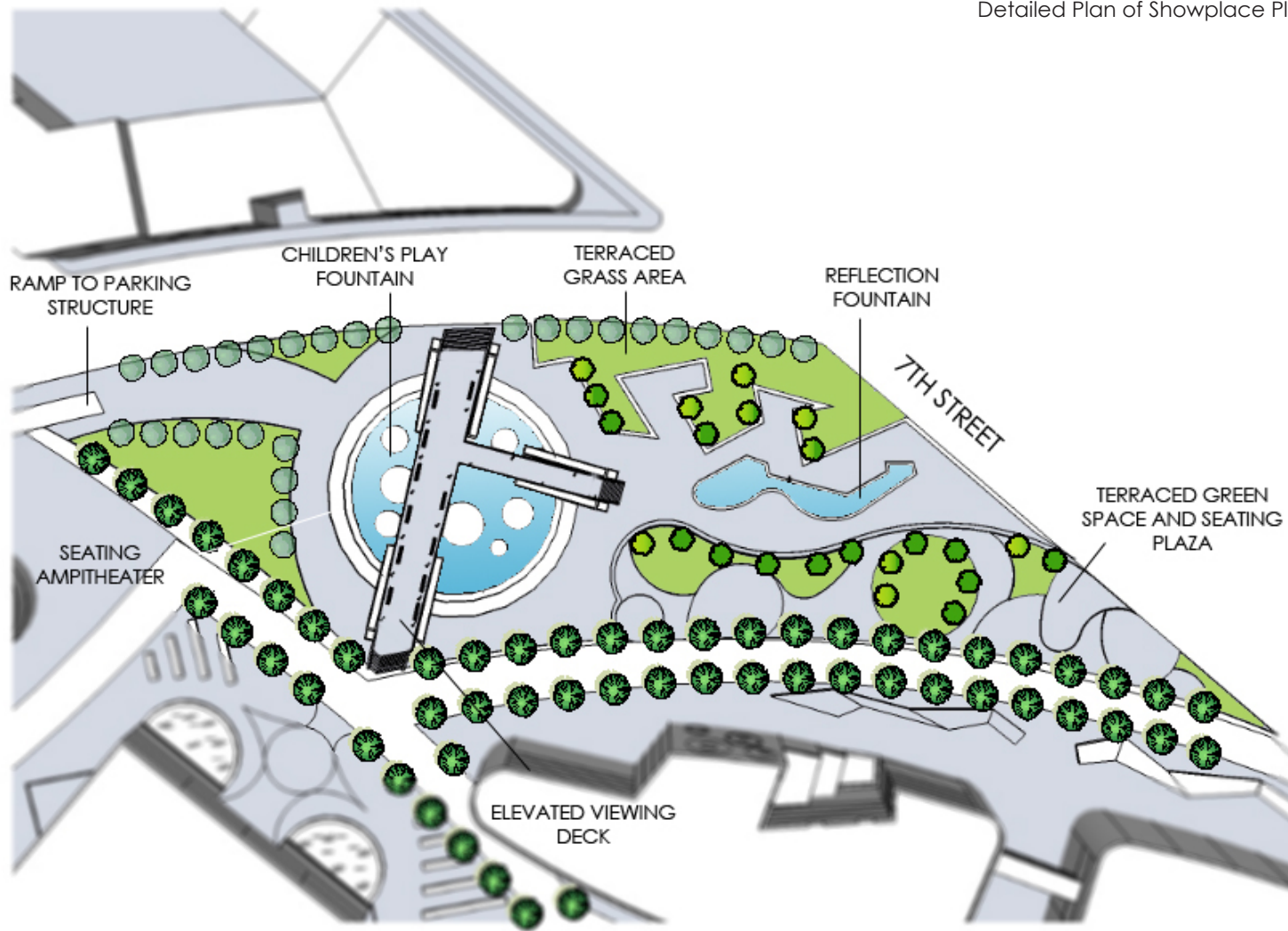


LANDUSE PLAN

-  COMMERCIAL/RESIDENTIAL
-  COMMERCIAL/INDUSTRIAL
-  EDUCATIONAL
-  PUBLIC SPACE
-  ART/DESIGN

PROPOSED DESIGN

Detailed Plan of Showplace Plaza



PROPOSED DESIGN



LEFT: Showplace Plaza features, a terraced grass area, water fountains and elevated walkway.

RIGHT: The plaza uses a mixture of wood, steel and glass to reflect the materials used in traditional and modern design.



PROPOSED DESIGN

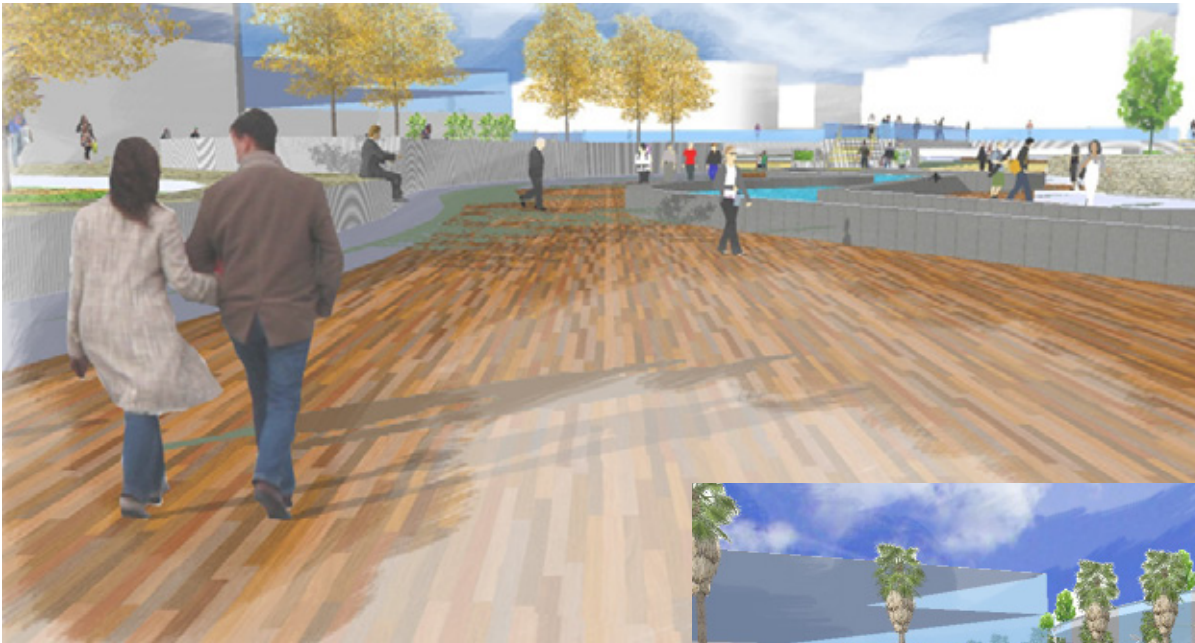


LEFT: View of the elevated walkway above the children's play fountain.



RIGHT: View looking down at the sloping vegetated planters.

PROPOSED DESIGN



ABOVE: The public plaza uses wood decking to highlight the traditional methods of furniture making that Showplace Square is famous for.

BELOW: The elevated walkway uses a combination of steel and glass to play off the modern industrial character of Showplace Square.



PROPOSED DESIGN



LEFT: Tall palm trees line the main curved walkways guiding visitors through the site.

RIGHT: Various trees species signify the hierarchy of walking paths.



PROPOSED DESIGN

RIGHT: Elevation of east side of the existing CCA campus building



ELEVATED WALKWAY

CHILDREN'S PLAY FOUNTAIN

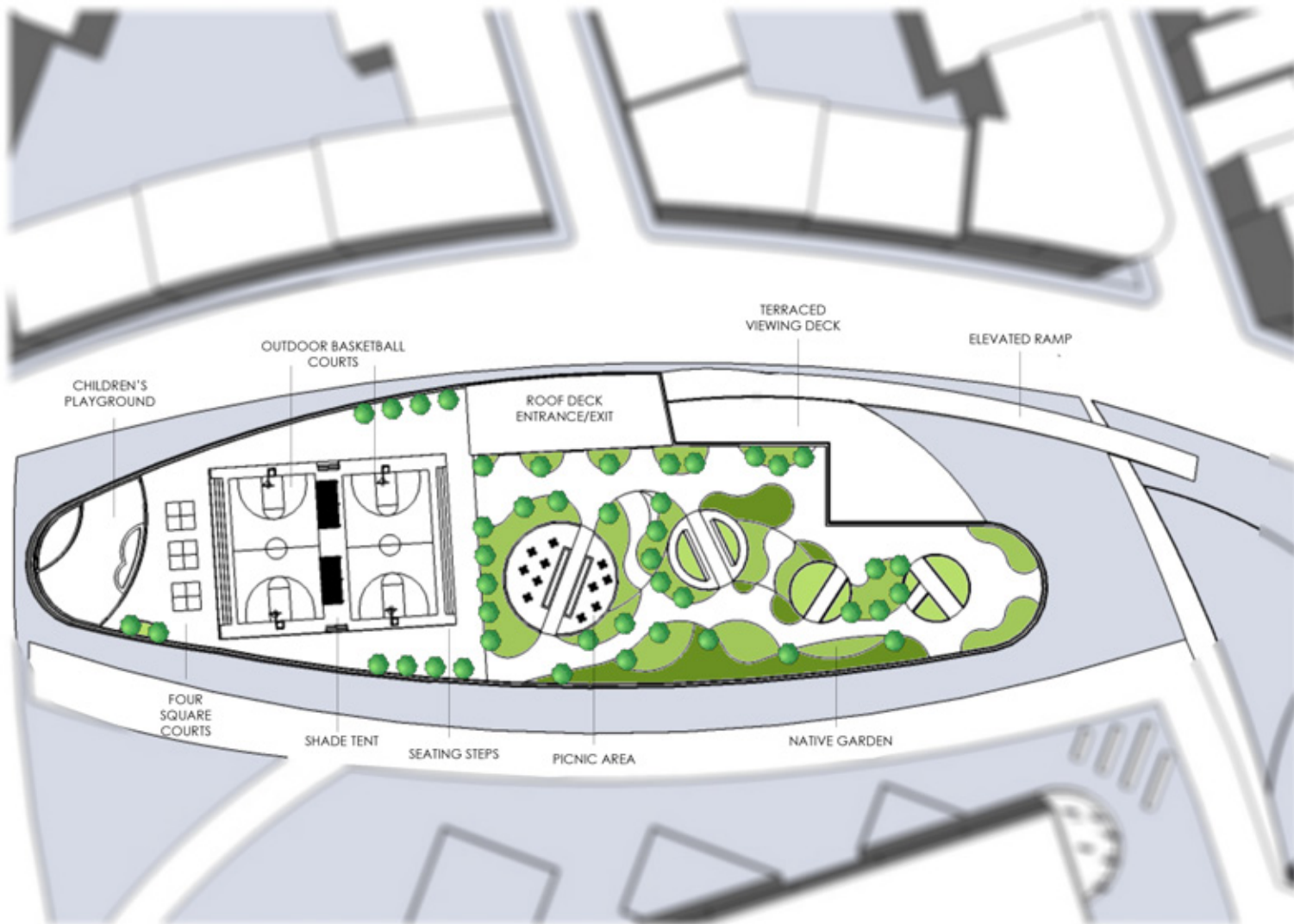
TERRACE SEATING AREA

LEFT: Section through the children's play water feature



PROPOSED DESIGN

Detailed Plan of the Recreation Green Roof



PROPOSED DESIGN

RIGHT: A picnic area located in the native garden offers visitors a place to sit and relax.



LEFT: Signs are located throughout the native garden to educate visitors about the benefits of building green roofs.

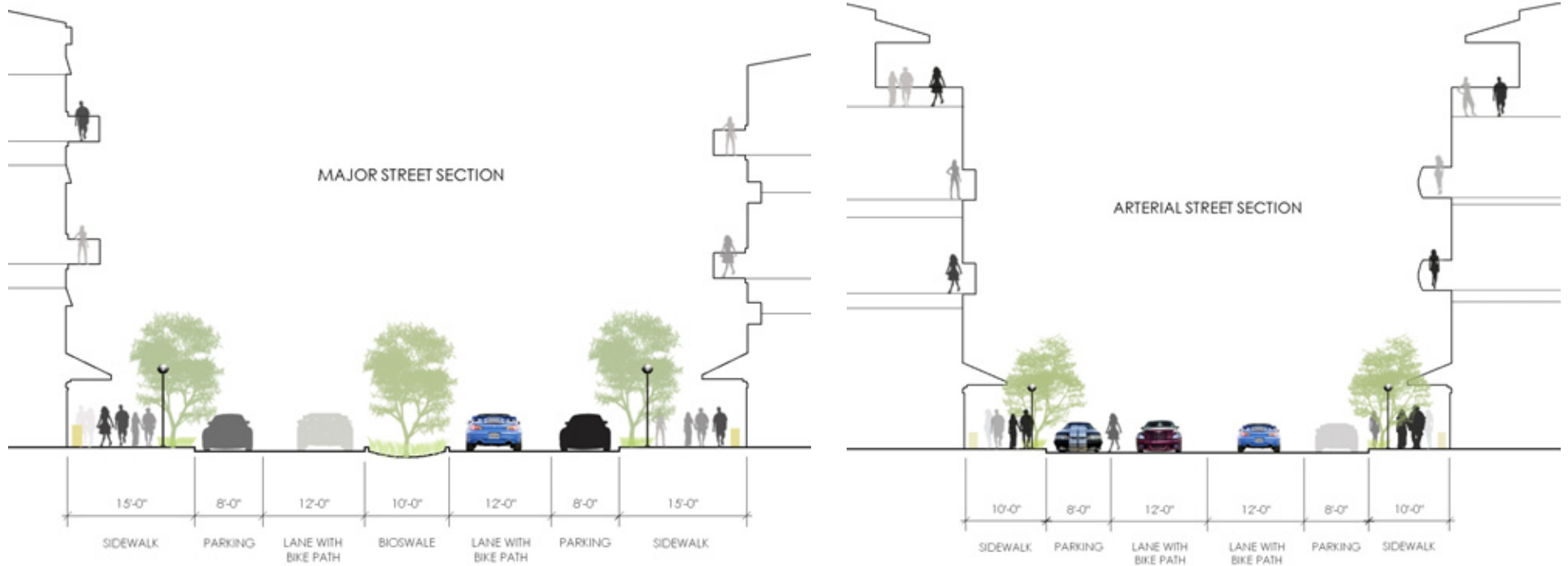
PROPOSED DESIGN



ABOVE: The sunken basketball courts create seating areas along the court for visitors to watch the game.

ABOVE: Bird's eye view of the recreational roof deck

PROPOSED DESIGN



ABOVE: Typical sections of the streetscape. The major street section refers to the curved road which runs through the middle of the development. The arterial road sections refer to the remaining roads.

CONCLUSION

The proposed design does not take the traditional approach of urban communities. Traditional communities implement the square street grid system for purposes of circulation. Challenged to look at urban communities from a different design perspective, the new plan uses a series of curved roads and walkways to provide a unique system of movement through the area.

The goal for the site was to redevelop this underutilized district into community fostering the needs of its residents. The new design takes a modern approach for the art centered district. Implementing principles of traditional urban planning such as walkable streets and shared public space, the proposed design promotes a healthier more active spirit for Showplace Square.

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APPENDIX

MISSION BAY, SAN FRANCISCO

INTERVIEW WITH CATHERINE REILLY

ASSISTANT PROJECT MANAGER

SAN FRANCISCO REDEVELOPMENT AGENCY

What is the history of this area? Businesses? Industries?

Less infrastructure than Showplace Square. Usually train stuff. Rail yard serving the port. During the 1950s- underutilized rail yard. No one living in area. Today, has lost its "maritime port" style in the redevelopment.

Did the city decide to keep any buildings on site? Historic landmarks?

There was not much infrastructure to keep on site. All of the buildings were demolished except for an old firehouse on the eastern side of Mission Bay. The fire station has interesting brick façade.

What are some of the steps in redeveloping an area?

Area must be considered to be under "blight" to be redeveloped. Blighted areas must be underutilized, have serious issues and etc for the project to be given a redevelopment tax break. Redevelopment is a chance for urban renewal.

1. Define project area.
2. Conduct study
3. Create plan alternatives
4. City and community participation to determine final plan. This accomplished with many meetings.

When did the Mission Bay Redevelopment start?

Started 30 years ago. Got further encouragement from San Francisco Mayor Willie Brown during his term in the 1990s. Public outreach to develop the site.

What phase is the project currently in?

Most of the development has occurred in the northern parts of Mission Bay with housing and mixed use. The park is also completed. In Mission Bay South, the core UCSF campus is nearly done, however areas of commercial and office are waiting for funding from investors.

APPENDIX

How much affordable housing is on site?

20% affordable housing

20% market price

60% to reimburse developers for infrastructure

*Certain percentage needs to go to affordable housing for tax break to be instated

Density of buildings?

Depends on specific buildings, but ranges from 90-120 dwelling units per acre.

Are there any sustainable practices used on site? LID techniques?

The original plan didn't have sustainable design techniques drawn up. Individual buildings are working on becoming LEED Core and Shell certified. In areas that have not yet been developed, working on possibly implementing LID. Some bioswales on site. Mission Bay is transit oriented development with higher density and mixed use.

Is there a design theme for Mission Bay?

Modern Biotech. Currently Mission Bay North and South are not connected. As development progresses, city hopes to see the two parts of Mission Bay merge together. MB North is primarily residential and mixed use. MB South is primarily office, biotech and the UCSF campus.

How is parking addressed?

The city tries to minimize parking. Parking garages and lots are available in the UCSF campus and there is also street parking in Mission Bay.

How do visitors get to Mission Bay?

Car, Muni light rail travels on Third Street, Caltrans train, walking

Did the city keep the existing roadways?

Third Street was the only existing roadway. Much of today's roads didn't exist. One issue was whether to switch the alignment of the roads to match downtown or the Showplace Square area.

APPENDIX

How do you deal with the issue of Safety?

More lighting so that people can see at night. Design and plan areas that will always be active with people so that they can watch over their neighbors. Occasional complaints about homeless, but nothing too significant.

*Issue of the safety of parks on the eastern side because there is less housing.

Has the city completed a POE?

Not yet, but maybe in the future.

What are some challenges of the project?

Political challenges and issues. Takes lots of time. Funding for development to continue because of slumping economy.

Is there a streetscape design for 16th Street in Mission Bay?

Yes

Other Notes....

UCSF looking to expand; moved to MB from a land grant from the city. They wanted UCSF to stay in San Francisco.

In the mid 1990s large amount of development in North Mission Bay.

Heights of buildings in Mission Bay low enough to keep existing views for Potrero Hill residents.

Base-65'

Midrise-90'

Tower- 120'

Some residents want more variation in skyline of Mission Bay. Looks too much like uniform blocks.

APPENDIX

SWL337- Development in Port of SF

- lists allowable uses
- no residential
- regional and maritime

Worked with Catellus, Master Mixed Use Developer

Task force- a team that had interaction with the various departments, mediator between groups

Mission Bay North- mix of affordable and inclusionary housing.

Mid 2000s- Alexandria Real Estate- specializes in biotech developments, own both commercial and industrial

Bioswales in the southeaster part of Mission Bay, where allowed, more bioswales area used in future parts

Mix character of buildings so it keeps it interesting.

Round-about in design area?

Showplace Square could be a business improvement district.