



Revised May 27, 2008

The following SWL 337 Vision Statement is the synthesis of the objectives and criteria by which to evaluate development proposals for the Site.

SEAWALL LOT 337 VISION STATEMENT

Create a vibrant and unique mixed-use urban neighborhood focused on a major new public open space at the water's edge. This new neighborhood should demonstrate the highest quality of design and architecture, and the best in sustainable development with a mix of public and economic uses that creates a public destination which enlivens the Central Waterfront, celebrates the San Francisco Bay shoreline, and energizes development at Mission Bay. Consistent with enabling state legislation, the development program for the site should generate significant revenues to fund the Port's historic preservation and waterfront open space needs, and maximize public trust uses.

OBJECTIVES & CRITERIA

The SWL 337 pre-RFQ planning process resulted in a guiding set of Development Objectives and Criteria for Respondent proposals. These Development Objectives and Criteria have been revised subsequent to their release in the SWL 337 RFQ in response to input from the SWL 337 advisory panel and the community. Respondents submitting RFP proposals must demonstrate how their development proposal satisfies each of the following objectives and criteria. RFP proposals that fail to satisfy each criterion may be deemed non-responsive.

Land Use

1. Develop a diverse mix of uses at SWL 337 that reflects San Francisco's unique character and promotes a vital urban environment with lively interactions among workers, visitors and residents, and broad use and safe enjoyment of public spaces.

Criteria:

- a. Propose a development program that creates a public destination with major public open space and shoreline recreational, environmental, and cultural uses integrated with revenue producing uses that may include office, hotel, retail, restaurant, assembly and entertainment, and residential uses.
- b. Consistent with SB 815, demonstrate that first consideration was given to public trust-consistent uses in the development program.

In October 2007, Governor Schwarzenegger signed SB 815, sponsored by Senator Migden, which authorizes the Port to enter into a lease not to exceed 75 years that includes commercial and residential uses that typically cannot be constructed on lands granted by the State of California to the City and County of San Francisco pursuant to the Burton Act. SB 815 requires that the Port study public trust uses for SWL 337 first. The legislation also requires that the California State Lands Commission approve the proposed lease for the site.



Public trust uses include but are not limited to:

- Maritime vessels (e.g. ferries, water taxis, recreational boating, temporary berthing)
- Waterfront parks and open space which attract and promote public enjoyment of the Bay
- Recreational water uses
- Hotels
- Visitor-serving retail, restaurants and services that promote enjoyment of the waterfront, including businesses that serve water recreational uses (e.g. maritime supply chandleries, water recreation equipment rentals)
- Environmental restoration and natural habitat areas

c. Demonstrate how the development program (including non-trust uses), in a total project context, achieves a character that promotes public trust objectives. [For more information on the Public Trust Doctrine: www.slc.ca.gov/PolicyStatements/Public_Trust_Home_Page.html]

2. For housing proposals, provide housing program details, including number and mix of units, market vs. below-market (and income and price range, and source of funding for below-market units), ownership vs. rental units, and analysis of the application of fair housing laws to any preferential residency proposals. If ownership housing is proposed, describe how it would be accommodated in a long-term ground lease, or any alternate strategy. Provide examples of where proposed alternate strategies have been successfully implemented.

a. Design any proposed residential uses so that they do not conflict with the ongoing operational needs of Pier 50.

Pier 50 is an important long-term Port facility to support maritime activities and vessel berthing, as well as the Port's maintenance center.

3. Propose a use program for Pier 48 that is publicly-oriented and water-related to the extent possible, and which complements and enhances the public use and enjoyment of the major new public open space at China Basin. The Pier 48 use program must be consistent with the public trust, and any improvements must comply with the Secretary of Interior Standards for Rehabilitation.

Pier 48 is subject to public trust use restrictions as administered by the Port with oversight by the State Lands Commission. Respondents will be required to cooperate with the Port to obtain a finding of consistency with the public trust and the Burton Act from the State of California for any proposed new long-term uses on Pier 48.

Historic Pier 48 is included in the San Francisco Embarcadero Waterfront National Register Historic District. Pier 48 has become obsolete for cargo shipping needs, but continues to provide a useful facility for berthing of mid-to-shallow draft vessels. The two main structures, Sheds A and B, are linked by an open air deck ("valley") and connecting shed along the pier's eastern side. The facility was seismically improved and repaired following a fire in 1996.



Open Space

4. Develop an open space program that provides substantial visitor-serving public open space, and other neighborhood-oriented open spaces designed to serve the recreational needs of any residential uses developed on the site and provide key components of the Bay Trail and Blue Greenway. These two types of open spaces are not mutually exclusive and may overlap, but must serve discreet needs.

Criteria:

- a. Create gathering places for area visitors, workers and residents with linkages to China Basin Park and activate open spaces with events and activities that enliven SWL 337. Describe what types of recreational uses are intended for the various public parks and open spaces included in the proposal.
 - b. Describe how parks and open spaces will be managed or programmed to promote safe and active use and enjoyment. Include a funding proposal to support these management and programming activities.
 - c. Increase opportunities for trust-consistent open space uses such as water-related recreation, wildlife habitat and nature education. Trust-consistent recreational activities are those that are either water-dependent or enhanced by their waterfront location.
 - d. Design usable and publicly accessible neighborhood-serving open spaces such as athletic fields, tot lots and play structures, which comply with the Recreation and Open Space Element of the San Francisco General Plan.
5. Expand China Basin Park, and create other public open space amenities that increase public enjoyment and views of San Francisco Bay, AT&T Ballpark, Mission Creek Channel, East Bay hills, Yerba Buena Island and the Bay Bridge, and create a unique and complementary addition to the network of parks and open space along the San Francisco waterfront and in Mission Bay.

Criteria:

- a. Minimum size for contiguous major open space: 5 acres, Located at northeast area of the site, Incorporates northern leg of Terry Francois Blvd (to be closed to auto traffic) Must be visitor-serving and water-oriented to comply with public trust objectives, which considers factors including but not limited to:
 - Active and passive recreation for locals and visitors
 - Creates direct relationship with and enjoyment of the Bay
 - Promotes water recreational use
 - Promotes environmental restoration and natural habitat
 - Interacts with and enhances the attractiveness and public enjoyment of the development program overall, which also in turn increases enjoyment of the public open space
 - Interfaces and takes advantage of proximity and adaptive reuse of Pier 48



- b. China Basin Park and other shoreline open space should connect with and enhance the Bay Trail and highlight the start of the Blue Greenway.
- c. China Basin Park and other project open space should incorporate landscaping and ecological design elements that provide habitat value for native wildlife.

Respondents may propose water-related (including water-contact activities) recreation, outdoor/indoor performance and entertainment venues (e.g. bandshell, amphitheater), cultural facilities and public art installations, and small eating establishments as part of a broader open space program. The designs should recognize and address wind and weather conditions that affect how the public can use and enjoy new waterfront open space.

Respondents may wish to examine two publications by the San Francisco Bay Conservation and Development Commission as resources for design of shoreline open space: “Shoreline Spaces: Public Access Design Guidelines for the San Francisco Bay” (2005) and “Shoreline Plants: A Landscape Guide for the San Francisco Bay” (2007).

6. Describe how proposed park and open spaces would be maintained and managed, including funding sources to support such operations.

Transportation

7. Due to its location, adjacent uses and the development density envisioned, demonstrate careful consideration of transportation and parking needs that yield a proposed transportation program that maximizes utilization of rideshare, transit, pedestrian, and bicycle access to the site to minimize traffic demand and congestion from automobiles.

The site is served by significant local and regional transit within several blocks’ walk. Transit access is provided by Muni N-Judah, and T-Third St. light rail lines along The Embarcadero, and Third Street respectively, Muni bus lines 10, 30, 45, and 47, Caltrain commuter rail south to the Peninsula, and game day ferry service to AT&T Ballpark. Future planned expansion includes extension of the T-line via the Central Subway (funded), the E-line to run from China Basin to Fisherman’s Wharf (proposed).

Criteria:

- Describe the team’s experience and expertise in developing and implementing integrated transportation and parking management programs to reduce vehicle trips and parking demand in new development.
8. Promote the City’s transit-first policy and seek to establish as sustainable a transportation program as possible while accommodating the parking needs of AT&T Ballpark.

Criteria:

- a. Describe effective public transportation strategies, including pedestrian, bicycle, carshare and public transit modes, including water transit, to actively encourage use of alternative transportation modes to support new development on SWL 337.



- b. Plan the configuration of new development to maximize walkability to minimize the need to own or use automobiles.
 - c. Require parking supply and costs to be unbundled from new development, to promote market-based demand pricing and utilization of parking.
 - d. For parking facilities included in the development proposal, describe:
 - How it responds to anticipated parking demand from residential vs. non-residential uses during peak and off-peak demand times
 - Parking management program to maximize shared use (including use of any available off-site parking facilities)
 - Whether/How Ride/CarShare, bike storage and support facilities, and other improvements (including transit service improvements) to reduce automobile demand have been included.
 - e. Require Transportation Demand Management proposal which includes a description of goals for use of public transit and alternative transportation modes, and strategies, incentives or other performance measures to the stated goals.
9. Provide a proposal that explains how proposed parking facilities maximize shared parking to also meet the parking need of SF Giants ballgame season at AT&T Ballpark.

Since its opening in 2000, the San Francisco Giants have worked with the City to promote alternative transportation to and from ballpark games and events, and achieved among the highest percentage use of non-auto modes in Major League Baseball (45-50% for day games). The Giants indicate a desire to secure approximately 2,000 parking spaces for ballpark patrons. The Port recognizes that the ballpark will continue to have substantial requirements for parking at SWL 337.

In their proposals, Respondents must demonstrate how parking facilities can be used for multiple purposes, and how and to what extent shared ballpark parking, particularly for night and weekend day games, would be programmed. Parking programs must include consideration and/or inclusion of securing use of off-site parking facilities within 10 minute walking distance of AT&T Park to meet Giants ballgame parking need. The Port acknowledges that in order to finance parking facilities, funds from multiple sources, including participation from the San Francisco Giants, may be required. Respondents should demonstrate conceptually how parking facilities will be financed relative to other proposed uses.

Criteria

- a. Investigate and propose shared parking for the ballpark at nearby satellite parking facilities.

The Port encourages respondents to identify and propose shared parking opportunities dedicated to serve Giants games and events at satellite parking facilities in Mission Bay and in the southern South of Market area that can offset the loss of parking available to the Giants on SWL 337.



- b. Describe the development team's experience in the design of space-efficient parking arrangements, including tandem parking facilities, valet parking operations, and mechanical parking stacking equipment.
- c. Design and locate parking facilities to minimize their aesthetic presence and impact on the surrounding area, particularly the waterfront and Third Street. Consider opportunities to make parking garages as environmentally sustainable as possible.
- d. Design parking facilities on SWL 337 so that they can be converted to other uses should public transit service, and successful marketing and education reduce the need for parking.
- e. Maintain truck access to Piers 48 and 50 via Terry Francois Boulevard from the south.

Neighborhood Character, Historic Resources and City Form

- 10. Create a unique urban form for SWL 337 that incorporates architecture that is varied and timeless, and human-scaled, which complements the scale of new development along Third Street in Mission Bay, respects historic resources on the waterfront, including Pier 48 and Lefty O'Doul Bridge, and steps down heights of buildings towards the Bay.

Criteria:

- a. Promote an inspiring urban form and architecture worthy of this unique waterfront location, within a flexible framework of proposed zoning and development controls.
- b. Propose a density of new development sufficient to support the public amenities and infrastructure improvements proposed for SWL 337.
- c. Provide a Bay Trail/public promenade that meets public open space and circulation needs of the site, and supports access by multiple transportation modes, including pedestrians and bicyclists.
- d. Design new street and access corridors as public spaces that foster an intimate and pedestrian scale and social and economic interactions between diverse uses and users, as promoted in the San Francisco Better Streets Program.
- e. Utilize street and public way improvements to promote access and view corridors to the waterfront and Bay.
- f. Locate active uses at the street level, and adjacent to public gathering spaces created as part of new open spaces.



- g. Design new development to provide an attractive and inviting street front along Third Street, and adjacent developments in Mission Bay.
11. Respondents may propose one to three taller, slender towers of 300 feet or more that create an inspiring architectural identity for SWL 337, and enables development density on-site while also supporting space needs to meet major waterfront open space, urban design, and the pedestrian realm objectives of this development.
- This objective is permissive and does not require towers to be proposed, nor does this objective prescribe building height; towers may be proposed at heights below 300 feet as well. The overall urban form should be appropriate to the site and its surroundings, the waterfront and the Bay, Pier 48 and Lefty O'Doul Bridge waterfront historic resources, and the overall city form. Respondents are invited to propose alternative urban design approaches to achieve density of development for SWL 337 that is equivalent to that found in the Mission Bay Redevelopment Plan area.*
12. Propose a development program that funds public amenities and infrastructure improvements.

Economic

13. Respond to the Port's significant historic preservation and waterfront open space needs elsewhere on Port property, pursuant to SB 815, with a development program that can generate significant annual revenues to the Port.
- SB 815 requires the Port to utilize increased rent from development of SWL 337 to fund historic preservation and waterfront open space mandated by the BCDC San Francisco Waterfront Special Area Plan. The Port expects to realize significant annual base rent and participation rent from development of the site.*
14. Respondents must propose a minimum rent for development on SWL 337 of no less than \$8 million per year. Require reset to fair market value no later than Year 30, and every 10 years thereafter.
15. Require minimum rent for Pier 48 of no less than \$2.2 million per year. Set maximum lease term for Pier 48 of 10 years, unless investment warrants longer term for amortization at appropriate financial return to the Port.
16. Require market information justification for use program (include any pre-tenanting commitments)
17. Require equally sharing of percentage rent for retail uses of a minimum of 6% of gross sales (after amortization of initial improvements & structures)

[Note: See RFP Section III. describes key lease terms and other financial business term issues.]



Sustainability

18. Require new development and site improvements to incorporate and set an example for integrating green technologies and sustainable development practices.

Criteria:

- a. Conduct a sustainability analysis to produce estimated scoring to achieve LEED Gold or equivalent standards for Neighborhood Development, Core and Shell Development and New Construction, with special attention to on-site alternative energy generation and conservation systems, and reduction of vehicle emissions and vehicle miles traveled to demonstrate a reduction in carbon footprint impacts of new development.
- b. Comply with Regional Water Quality Control Board performance criteria for the reduction of stormwater pollution impacts associated with newly constructed facilities.

Respondents should incorporate renewable energy and energy-efficiency strategies, such as efficient thermal envelopes and efficient space and water heating to support new uses, where feasible. Respondents should also evaluate and propose site-appropriate ecological design strategies such as on-site erosion control, water reuse, water purification/pollution reduction, and natural-based stormwater management treatments such as rainwater harvesting and swales.