



Pier 70 Project Overview

SFMTA Board of Directors
September 5, 2017

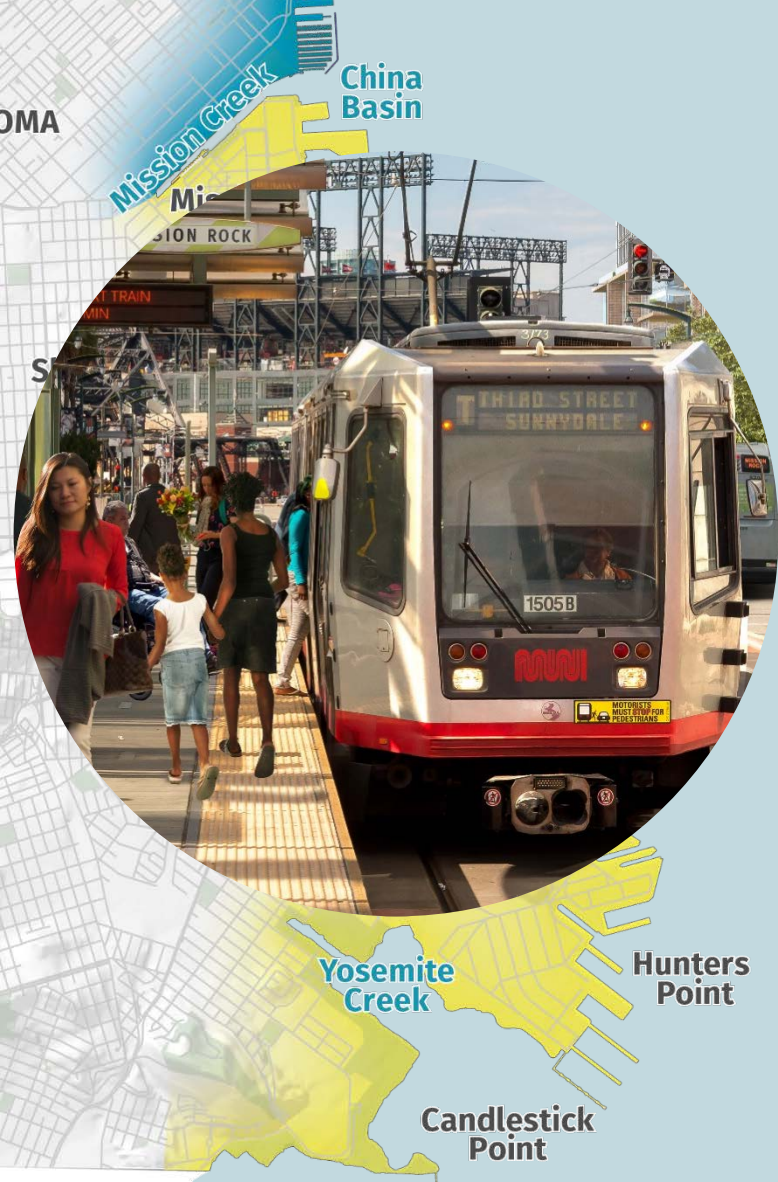


Southern Bayfront

A **coordinated negotiation framework** will leverage investment to provide significant value to residents and neighborhoods.



Southern Bayfront



Negotiation Framework

Transportation

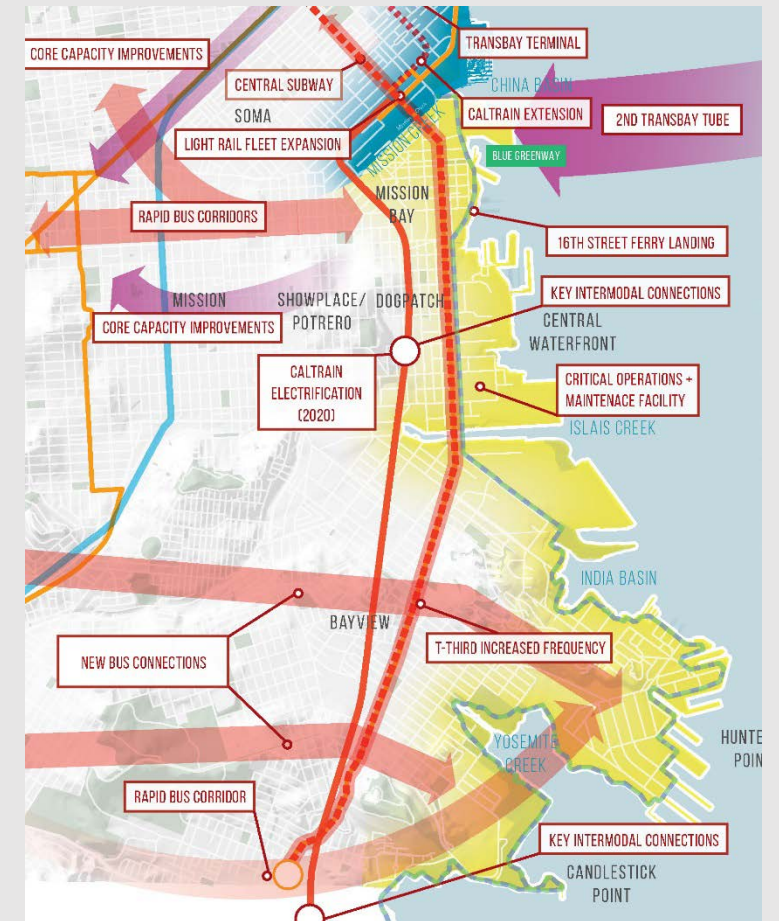
Build on Transportation Investments Underway

2017-2020

- Central Subway
- T-Third Increased Frequency
- Blue Greenway
- Transbay Terminal
- Islais Creek Facility
- 16th Street Rapid Bus
- Caltrain electrification
- Bikeshare Expansion

2020-2030

- Geneva Harney BRT
- 16th St. Ferry Landing
- Caltrain extension



Southern Bayfront



Negotiation Framework

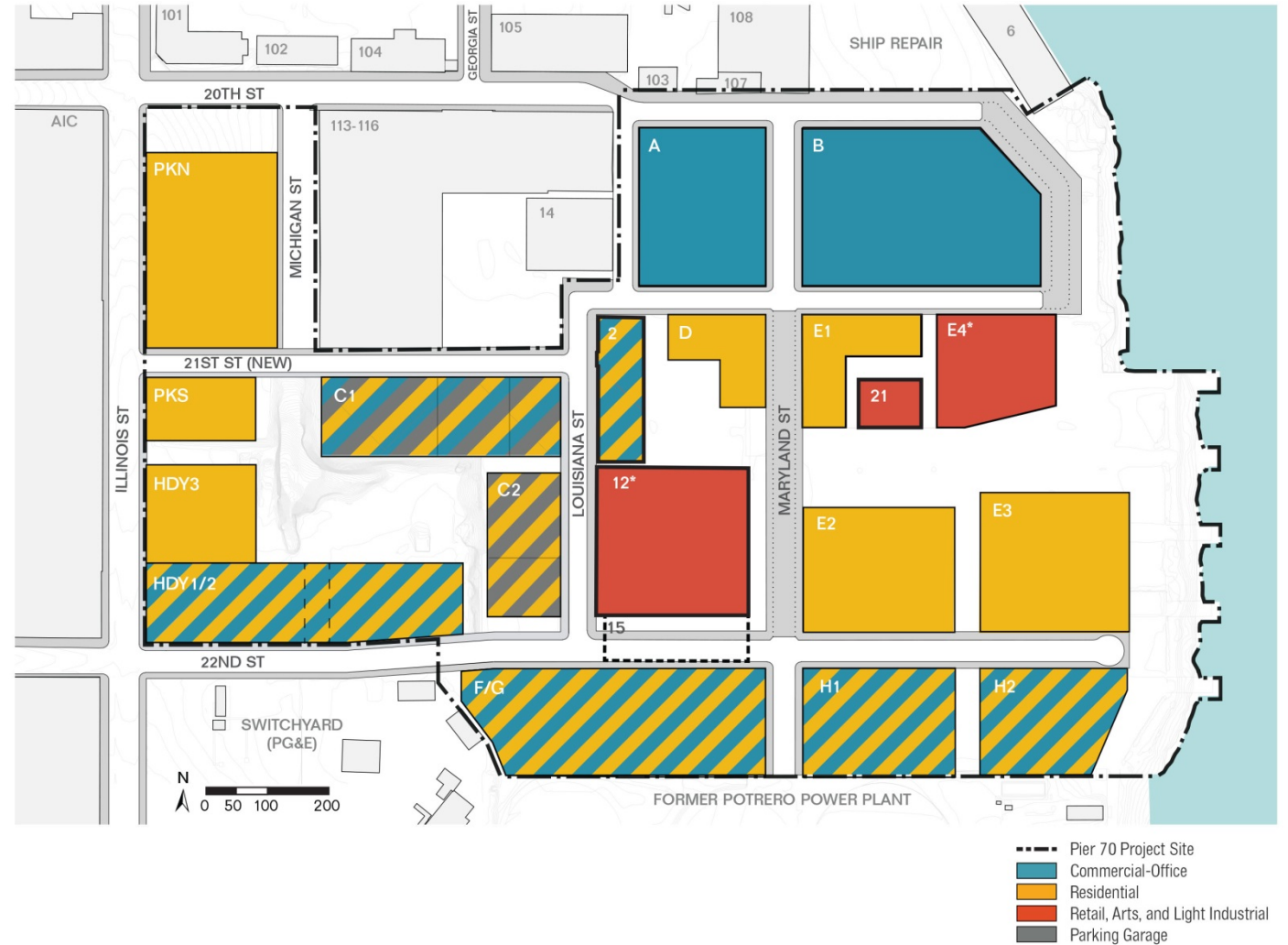
Transportation

1. Site Design
2. Transportation Demand Management (TDM)
3. Transportation Mitigations
4. Transportation Sustainability Fee

Project Overview

Flexible land use plan:

- 1645-3025 new housing units
 - 30% permanently affordable
- 1.2-2.2M square feet new office space
- 400,000 square feet active ground floor uses (traditional retail, arts uses, and PDR)
- 9 acres of new public open space
- Preservation and rehabilitation of three historic buildings on site
- Suite of public benefits



Public Benefits



**RESTORATION
OF HISTORIC
BUILDINGS**



**INFRASTRUCTURE
IMPROVEMENTS**



**WATERFRONT SITE
RESILIENCY
AND ADAPTIVE
MANAGEMENT**

9 AC

**WATERFRONT PARK
NETWORK**

30%

**AFFORDABLE
HOUSING UNITS**



**PRIORITIZE
BICYCLISTS AND
PEDESTRIANS**



**SITOWIDE
TRANSPORTATION
DEMAND MANAGEMENT
PROGRAM**



**ARTS, CULTURE,
MANUFACTURING, AND
LOCAL RETAIL**



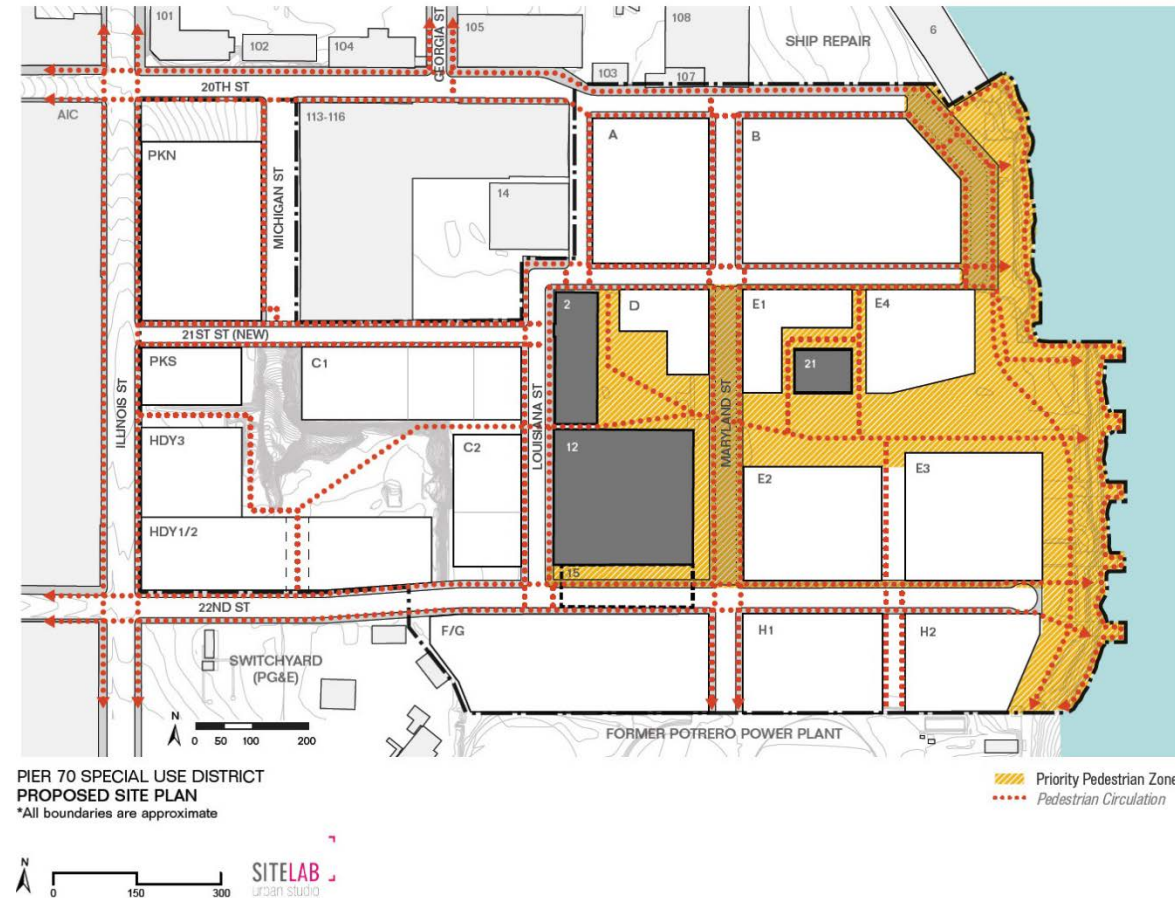
**NOONAN COMMUNITY
PRESERVED IN NEW
ONSITE SPACE**



**JOB CREATION
AND WORKFORCE
PROGRAMS**

Pier 70 Site Design

- Consistent with Better Streets guidelines
- Creates segment of Bay Trail, bicycle and walking connections to existing neighborhoods
- Accommodates Muni bus line
- Connects to future development at Potrero Power Plant
- Memorialized in Streetscape Master Plan and Infrastructure Plan
 - SFMTA role in review of detailed designs for implementation outlined in Interagency Cooperation Agreement



Pier 70 Transportation Demand Management

- Designed to achieve at least 20% reduction in site's daily driving trips
- Site-wide measures include:
 - Bike parking
 - Bike share station
 - Publicly-accessible shuttle
 - Real-time transportation information, multi-modal wayfinding
 - On-site childcare
 - Unbundled parking (residential and non-residential uses)

Pier 70 TDM (con't)

- Residential-serving measures include:
 - Developer-subsidized transit passes, bikeshare and carshare memberships
 - Bike repair stations
 - Family-oriented TDM
 - Ineligibility for RPP
- Commercial-serving measures include:
 - Enrollment in SF Emergency Ride Home program
 - Showers and lockers
- On-going monitoring, reporting, and compliance requirements
- Transportation Management Association (TMA) and on-site Transportation Coordinator to deliver program

Pier 70 Transportation-Related Mitigations

- Fair share for transit capacity impacts
- Pedestrian safety and access improvements
- Intersection safety improvements
- 20% reduction in driving trips through TDM
- Delivery coordination
- Managing curb to address loading demands

Pier 70 Transportation Sustainability Fee

\$40-50 million dollars to fund area improvements such as:

- T-Third capacity increase, maintenance and enhancements
- Capital improvements to support bus service to the area (10, 11, new XX line)
- Priority bike connections to and through neighborhood
- Contribution to water transit

Questions?

