Urban Design Studio

Holloway Avenue Vision

Prepared by: Cody Hicks
Written by: Cody Hicks, Haley Meisenholder, Brandon Northart and Henry Pan
Prepared for: San Francisco State University, Capital Planning, Design & Construction

San Francisco State University

May 2014

URBAN
DESIGN
STUDIO

Senior Staff

Cody Hicks, Senior Planner
Brenten Lovato, Senior Urban Designer
Henry Pan, Senior Landscape Designer

Design Teams

Partial Closure Alternative

Kimberly Alas, Project Manager
DongKi Lee, Urban Designer
Justin Balenzuela, Landscape Designer
Natalie Lewis, Landscape Designer
Haley Meisenholder, Environmental Consultant

Complete Closure Alternative

Jaime Cardenas, Project Manager
Zach Fahrney, Urban Designer
Irene Ho, Landscape Designer
Marcia Yuriar, Landscape Designer
Brandon Northart, Environmental Consultant

Instructors

Dr. Pietro Calogero
Dr. Hector Fernando Burga

URBAN
DESIGN
STUDIO

TOC

URBAN
DESIGN
STUDIO

EXECUTIVE SUMMARY

Introduction

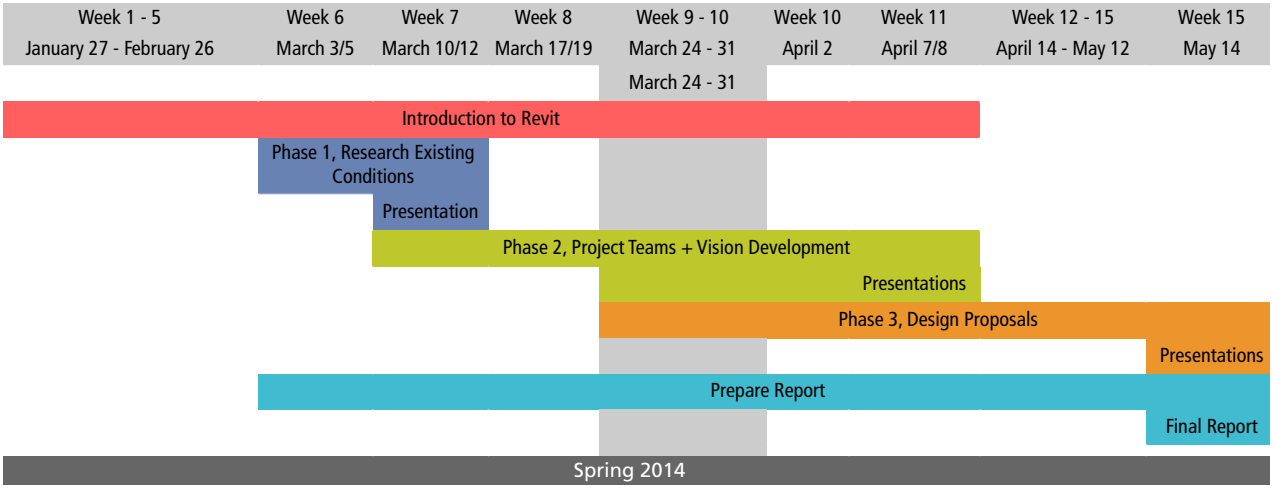
The purpose of the Holloway Avenue Vision is to begin a conversation about what is possible for the two adjacent lots acquired by San Francisco State University. The opportunity for this discussion only materialized because of three simultaneous plans: (1) San Francisco State University Campus Master Plan, (2) 19th Avenue Transit Study and (3) Parkmerced Vision Plan.

The Holloway Avenue Vision is narrow in scope, though broad in context. The vision sets out to accomplish the tough task of incorporating attributes of the 19th Avenue Transit Study and the Parkmerced Vision Plan while still complementing the Campus Master Plan. The Holloway Avenue Vision attempts to restitch the urban fabric along Holloway Avenue between 19th Avenue and Arellano Avenue. By redeveloping these two acquired parcels, the university can (1) transform the area into a premier commercial corridor, (2) better integrate the approved taller, denser Parkmerced development with the campus' own growth plan, and (3) to complement the much anticipated M Ocean View realignment.

SF State has the opportunity to redefine itself as a sustainable "model urban university." By drawing upon the rich transit service and net zero carbon aspirations that Parkmerced has set forth, the university can reinvent Holloway Avenue to communicate a message to prospective students and donors that this university is a leader in environmental stewardship and innovation. These ambitions come to light in the Holloway Avenue Vision.

Project Outline

Urban Design Studio is a pilot practicum which serves as an elective or substitute to the senior capstone for students in the Urban Studies and Planning Program. The course provides students with the knowledge, information, skills and fieldwork experience needed to work with urban design, landscape architect and environmental consultant professionals. The course is designed to further brand the university as the city's premier urban university by developing linkages between students and institutions in the San Francisco Bay Area.



Project Boundary

The former assessor's parcel numbers (APN) 7314 and 7315 are bound by Holloway Avenue to the north, Varela Avenue to the east, Serrano Drive to the south and Arellano Avenue to the west (Figure 1.1). These lots are intersected by Cardenas Avenue, a north-south street, and are south of the Administration Building and the newly renovated J. Paul Leonard Library. To the immediate east, south and west of the area lie parcels owned by Parkmerced, LCC; the sole owner of the southwest San Francisco community, Parkmerced. The parcel to the east will be razed and repurposed as part of M Ocean View realignment as outlined in the 19th Avenue Transit Study. APN 7314 and 7315 will be referred to as blocks 5 and 6 for the remainder of this document.

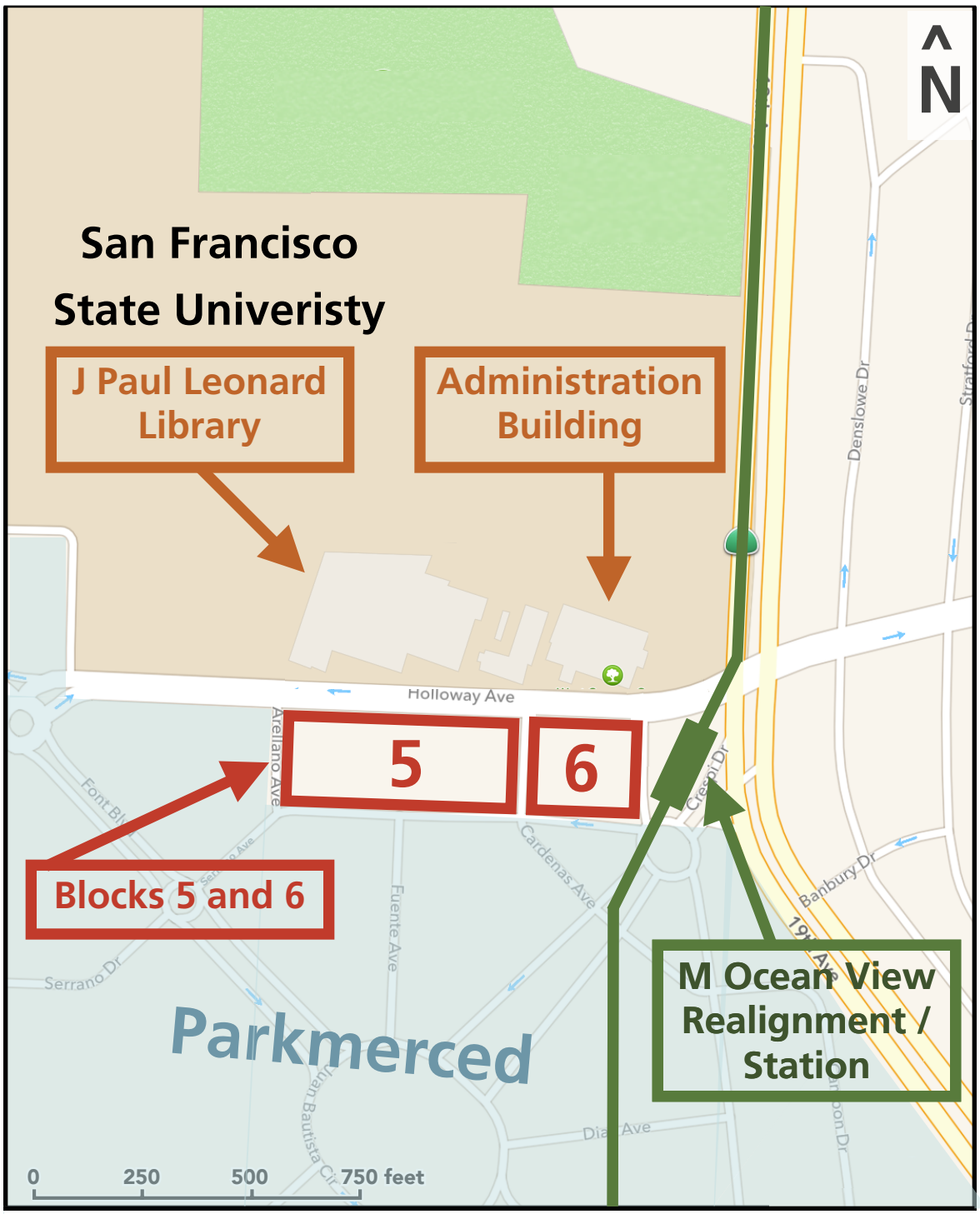

N
San Francisco
State Univeristy
J Paul Leonard Library
Administration Building
Holloway Ave
5
6
Blocks 5 and 6
M Ocean View Realignment / Station
Parkmerced
Serrano Dr
Fuente Ave
Cardenas Ave
Crespi Dr
Denslowe Dr
Banbury Dr
Arellano Ave
0
250
500
750 feet

Figure 1.1

Project Alternatives

The Holloway Avenue Vision represents two alternatives for the project area. The Urban Design Studio developed a set of goals and objectives that would steer both designs but differ in execution. The **Holloway Avenue Partial Closure Alternative** and the **Holloway Avenue Complete Closure Alternative** are the final products of both visionary design teams. They differ not just in their treatment of Holloway Avenue, but for the purposes of distinguishing these two alternatives, Holloway Avenue is the largest physical variant.

"The Holloway Avenue Vision represents two alternatives for the project area."

The Urban Design Studio decided to break off into two design teams because they thought in order to start a progressive conversation about the potential for blocks 5 and 6 they would have to present as many new and exciting ideas as possible. While neither alternative may ever materialize on these parcels, the studio does hope that its efforts are recognized and that perhaps the designs that follow will in some way inform or influence the university's decision makers to create something beyond the status quo.

Sustainability Statement

Environmental, equitable and economic urban design emphasizes site and situation and warrants long-term thinking. Though ever-evolving, sustainable urban design serves to improve the environment by reducing and managing the use of natural resources, is indiscriminate and accessible by all and mimics nature while also reducing overall operational costs. Sustainably designed places are welcoming, accessible, and spur economic opportunity. When environmental, equitable and economic considerations come together, vibrant urban spaces become their manifestations.

"When environmental, equitable and economic considerations come together, vibrant urban spaces become their manifestations."

Goals + Objectives

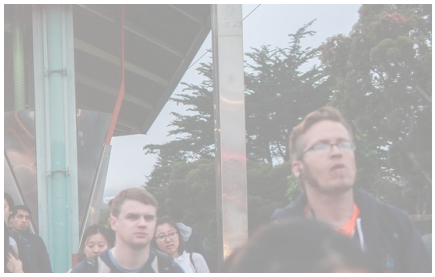
The Urban Design Studio identified three goals and eleven objectives which informed the development and evaluation of both alternatives (Figure 1.2). These goals and objectives were identified and are cohesive with the Campus Master Plan and other neighborhood planning proposals. Ultimately, the Holloway Avenue Vision attempts to create a timeless, energetic and welcoming corridor that is adaptive to our ever changing environment and flexible enough to evolve with future installments of the Campus Master Plan.

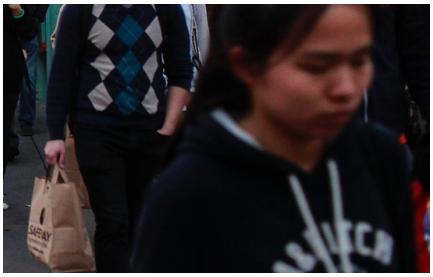
Goals	Objectives
Enhance placemaking at the university	Enhance the university's southeast entrance Increase open space and support urban gardens, green roofs and living walls Consider closing Holloway Avenue off to automobile traffic Activate public space such as art installations
Reimagine Holloway Avenue as a key commercial corridor for the city's southwest neighborhoods	Increase local business opportunity Support transit-oriented development
Increase affordable student housing options on campus	Produce attractive, safe walking and cycling conditions Increase density and encourage utilization of amenities Enhancing the attractiveness of accessing buses, shuttles and the near future M Ocean View realignment Consider issues of accessibility on Holloway Avenue Improve quality of life for students, faculty, and members of the public

Figure 1.2

URBAN
DESIGN
STUDIO

BACKGROUND





Land Use

The vision area has a rather unique site and situation. The university's property on one hand is private and thus effectively un-zoned according to the San Francisco City and County General Plan. However, blocks 5 and 6 are more recent acquisitions, previously zoned as low density residential. To the immediate east, APN 7345C is zoned PM-OS, Parkmerced Special Use Open Space. This lot is scheduled to be razed as part of the M Ocean View realignment project. Figure 2.1 represents the previous zoning before the approval of the Parkmerced Vision Plan or the campus' acquisition of blocks 5 and 6.

Height Limits

The Administration Building and J. Paul Leonard Library are located on the north side of Holloway Avenue. According to the Campus Master Plan, both buildings are "zoned" for 100 foot heights, though both structures are approximately 70 feet in height with six floors. The Campus Master Plan never discusses any near- or long-term plans to further redevelop these sites.

To the south of blocks 5 and 6 are parcels identified in Parkmerced's plan — a Special Use District. Parkmerced describes their northernmost parcels as having 85 and 105 feet zoned heights. These parcels will be redeveloped over the next 20 years.

Figure 2.1
Zoning Map and Key

Housing

San Francisco State University is home to more than 2,500 students. Mary Ward, Mary Park, the Towers at Centennial Square, the Village at Centennial Square and University Park North and South provide SF State with much needed affordable student housing. The university's newest acquisitions, blocks 5 and 6, could provide adequate and competitive housing options for incoming students.

State Development Projects

As an entity of the State of California, San Francisco State University's development automatically becomes out of the jurisdiction of any municipality or land use regulatory agency, such as the ones listed in the San Francisco General Plan. Despite this, SF State and the California State University System have traditionally worked cooperatively with local communities and agencies to achieve a harmonious environment, both physically and politically.

Transportation

According to a survey conducted by the university in 2009, public transportation was the most common mode of transport to and from campus (31%) followed by driving (26%), walking (12.6%) and cycling (3.5%). Transportation impacts to the campus were evaluated in the Campus Master Plan and again in the Transit Effectiveness Project (TEP), the Campus Transportation Survey and the 19th Avenue Transit Study.

Public Transportation

Most students rely on public transportation to get to and from campus. About 31 percent of students ride transit to campus, while another 16.9 percent of students use the university's shuttles which connect the campus to the Daly City BART Station. Further, three-fourths of student who take transit to school enter via 19th Avenue and Holloway Avenue. The high transit ridership rates at SF State are often attributed to the diverse transit options offered in the San Francisco Bay Area. Figure 2.2 illustrates the commonly used entrances to campus and the mode by which students travel to campus to get there.

The project area is well-served by transit. Four Muni lines converge at the intersection of 19th Avenue and Holloway Avenue — the 17, 28, 28L, 29 and the M Ocean View. The university's shuttles also boards passengers at the west side of 19th Avenue and Holloway Avenue and operate a peak-hour loop around campus and to the Daly City BART Station.

Waiting for these transit lines can be an obstacle. The buses load and unload passengers at a transit center on the east side of the Health and Social Sciences (HSS) Building, which is often crowded with both pedestrians and vehicles. Additionally, multiple vehicles arrive simultaneously at the stop, causing congestion. Recently, the outbound bus zone was lengthened to 300 feet to accommodate the extra vehicles.

The 17 Parkmerced operates between West Portal Station and the western portion of Parkmerced. The 28 19th Avenue operates between Fort Mason Center and the Daly City BART Station via the Golden Gate Bridge Toll Plaza and 19th Avenue. The 28L 19th Avenue Limited operates along the same route, but bypasses the Golden Gate Bridge and instead travels along Presidio Boulevard and California Street.

One route of note is the university shuttle. The shuttles average 50 runs per shuttle per day and have an annual ridership of 594,000. The capacity of a shuttle is 38 people, with 28 seated and 10 standing, and 75 percent of all trips are at 100 percent capacity. Recently, the campus undertook measures to expand service by contracting with Bauer's Intelligent Transportation for additional runs and larger shuttles. In the long term, the university seeks a contractor with the ability to operate 40-foot low-floor vehicles.

There is plenty of access to public transportation to and from campus. Unfortunately, conditions on transit are less than optimal; all routes are either approaching or exceeding capacity. There is inadequate infrastructure in place to manage that capacity. The San Francisco Municipal Transportation Agency (SFMTA) plans to improve transit service and has developed a package of improvements that are outlined in the Transit Effectiveness Project. The systemwide project outlines various changes including modifications to existing bus stops. For example, transit bulbs are proposed for inbound stops at Junipero Serra Boulevard and Holloway Avenue, and the outbound

stop at Winston Drive. Stop consolidation may be considered pending further outreach by the SFMTA later in 2014. In addition, the left turn at Winston Drive will be shortened to reduce delays on the M Ocean View.

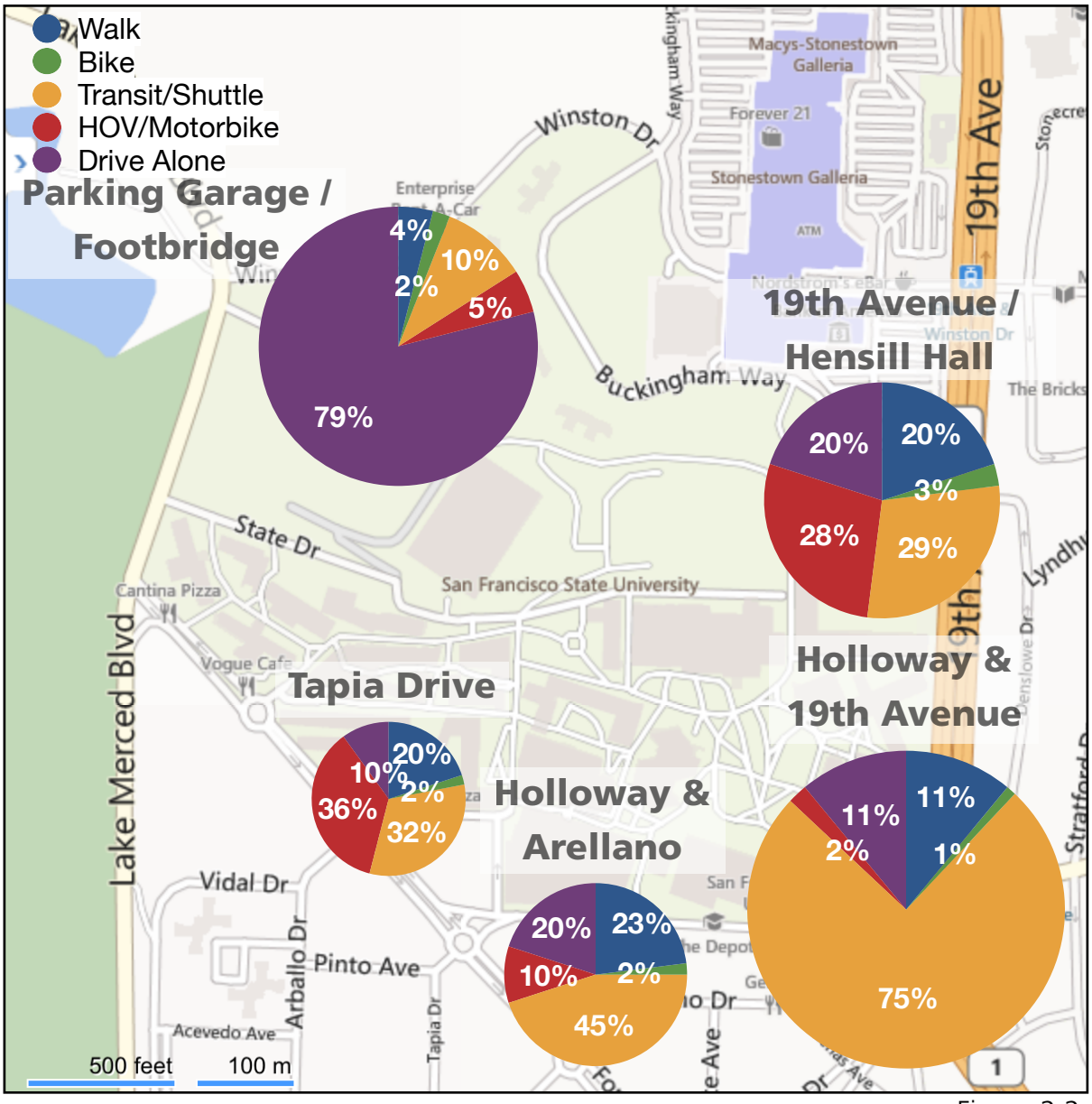


Figure 2.2
Mode share to campus, categorized by entry point

M Ocean View

The M Ocean View is the second busiest light rail line in the Muni Metro system carrying an average of 28,000 riders per day. Some delay points on the corridor include St. Francis Circle, the crossing at 19th Avenue and Rossmoor Drive, the northbound left-turn lane at 19th Avenue and Winston Drive and at 19th Avenue and Junipero Serra Boulevard. Cumulatively, this causes 55 seconds of delay for inbound trains, and 52 seconds of delay for outbound trains.

The M Ocean View may be realigned to better serve the area's needs in the near future. The Parkmerced Vision Plan seeks to build 5,679 new housing units over the next 20 years. The developer agreement with the city calls for investing $70 million to realign the M Ocean View from its existing route between Holloway Avenue and Junipero Serra Boulevard into the Parkmerced neighborhood. Provisions under this baseline alternative would be set aside for a possible future extension to Daly City BART.

The 19th Avenue Transit Study was released in March 2014. It calls for a multimodal makeover of 19th Avenue, which includes realigning the M Ocean View underground and repurposing the existing right-of-way into wider sidewalks and a bicycle path. The goal of realigning the line is to create better waiting environments for passengers, increase the capacity of the train to four cars, reduce automobile conflicts at major crossings and maintain a consistent speed along 19th Avenue and neighboring areas. Such a subway would also allow a potential connection to the Daly City BART Station.

Pedestrians

Walking was the third-most commonly used mode of getting to and from campus. About 12 percent of people walk to school, with most (23%) entering campus from Holloway Avenue at Arellano Avenue; the entrance adjacent to the Parkmerced complex. This suggests many people walking to school live in the Parkmerced area.

19th Avenue and Holloway Avenue, which facilitates the main entrance to the university, is the busiest intersection outside of downtown. During the peak periods, there is an average of 2,000 crossings. Additionally, 517 pedestrians cross from the M Ocean View platform located in the center of the street to the west side. This is also the most dangerous intersection within the project area. From 2006 and 2011, there were six pedestrian fatalities on Holloway Avenue.

The sidewalks in the project area are narrow; many of the sidewalks range from five to ten feet wide. This is in direct conflict with the San Francisco Planning Department's Streetscape Improvement Plan, which mandates 12-foot-wide sidewalks as the minimum and 15-foot-wide sidewalks as most optimal.

Plans to enhance the pedestrian experience in the area are pending. For example, there are plans to remove the right-turn lane connecting westbound Holloway Avenue to northbound 19th Avenue to improve pedestrian safety, as visualized in Figure 2.3. In addition, the Campus Master Plan calls for closing Holloway Avenue between Varela Avenue and 19th Avenue. Also, as part of the Parkmerced Redevelopment Project, Crespi Drive will be realigned to intersect 19th Avenue at a right angle, to improve vehicular visibility. New pedestrian crossings will also be created. For example, the 19th Avenue Transit Study calls for creating a crosswalk at 19th Avenue and Winston Drive, which would connect the path between the Science Building and Hensill Hall. The transit study also calls for widening sidewalks on 19th Avenue, as well as building a median to serve as a pedestrian refuge area for slow crossers from space repurposed from the M Ocean View right of way.

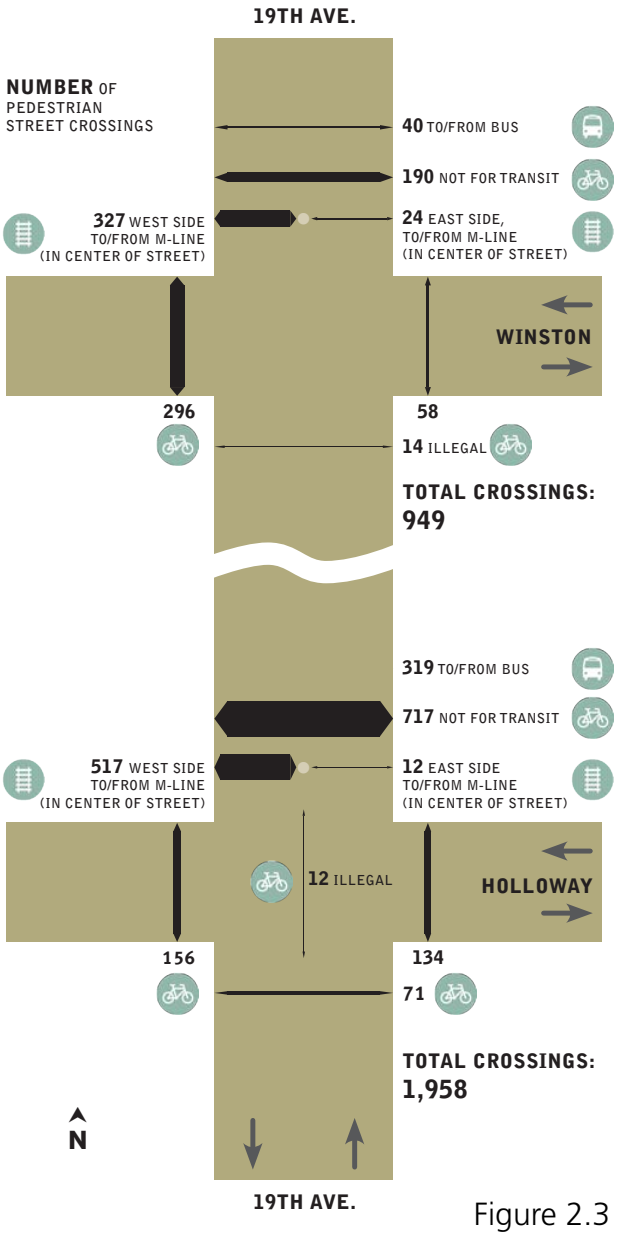


Figure 2.3

Bicycling

Cycling is the least used mode of transportation to and from campus, with only 3.5 percent of students reported traveling by bicycle during the most recent campus survey. Interestingly, most of these cyclists enter campus via the Hensill Hall entrance. This is probably because the entrance is adjacent to the campus bike barn.

Access

There are three main bicycle routes that facilitate access to the campus. Routes 75 and 775 facilitate access from the north. Cyclists can also choose to access the campus from the north via Lake Merced Boulevard (Routes 84 and 85). Route 90 facilitates access from the east. Finally, Route 75 also facilitates access from the Daly City BART Station.

From the north, Route 775 operates from Buckingham Way and 20th to Tapia Drive. The route is predominantly a Class I bike path, since much of the route runs through the university. There is a short Class III segment operating between the 100 block of Buckingham Way to 19th Avenue; it is an auxiliary route of Route 75.

Route 75 facilitates the north-south connection to campus. From the north, the route operates on 20th Avenue, which connects the Sunset District. It is primarily a Class III bike route shared with vehicular traffic. Between Stern Grove and Stonestown, however, the route meanders through a network of streets which are confusing to riders. That route is also a majority Class III route, but the route on Lake Merced Boulevard is on a Class I mixed-use path. However, once a cyclist approaches the university, there is no legal way for a cyclist to access the campus directly from the bike path.

From the south, Route 75 operates from the Daly City BART Station via St. Charles Avenue, 19th Avenue, Beverly Way, Lunado Way and Winston Drive. All of the route is a Class III except for a segment between Payson Street and about 60 feet north of Brotherhood Way, where it is a Class I mixed-use path. Many cyclists then choose to access the campus via Holloway Avenue from the south.

Holloway Avenue is designated as Bicycle Route 90, which is another crucial bike route. It is the major bicycle route that facilitates access from the east side of the city. Bike Route 90 on Holloway Avenue has received upgrades on the segment west of Ashton Avenue in recent years. In 2012, Class II buffered bikeways were striped between Font Boulevard and Junipero Serra Boulevard. Two years later, in 2014, a Class II bikeway was striped in the eastbound direction between Junipero Serra Boulevard and Vernon Street, and another Class II bikeway was striped in the westbound direction between Ashton Avenue and Vernon Street. The rest of the route — east of Ashton Avenue — is designated as a Class III bike route.

There are many issues with these bicycle paths. For one, many of the bike routes described are not comfortable for novice cyclists to ride. This is particularly because they are not segregated from traffic. Another potential deterrent from cycling is the pavement conditions, particularly in Parkmerced. Finally, a big issue with cycling seems to lie on 19th Avenue itself. 19th Avenue has no bike/pedestrian path, despite being designated as such. However, the campus is nearing completion of a feasibility study to fully build the future north-south bike path.

The north-south bike path would not be on 19th Avenue. However, it would connect the existing Class I facility on the north end of campus, and weave it through Centennial Square out to Font Boulevard, eventually connecting with Lake Merced Boulevard. Other improvements to make north-south access to campus attractive are in the works. A potential bicycle crossing may be created over Junipero Serra Boulevard at Randolph Street as part of the 19th Avenue Transit Study.

Bike Parking

The campus has ample bicycle parking. Numerous bicycle racks exist throughout the campus. and can accommodate 1,000 bikes. The bicycle barn has restricted hours and is not open on weekends. Currently, there are plans to build an additional bicycle barn somewhere closer to the center of campus that would be self serviced.

Parking

Driving is 26 percent of the student travel to campus mode share. Most students who drive access the campus via the Lot 20 footbridge (75%). Lot 20 and 19 are adjacent structures owned by the university. In a half-mile radius, there are approximately 5,000 parking spaces. Many of the parking spaces are regulated through Residential Parking Permits, although there are few unregulated parking spots in the area.

Discussion

Transportation conditions will significantly change over the next several decades because of new development. However, not all changes will benefit everyone. Despite the SFMTA's TEP proposals, more buses are expected to overcrowd. No significant bicycle improvements are planned in the project area for the foreseeable future. There are plans to conduct traffic calming for pedestrian safety, but there are no concrete implementation plans. Finally, automobile level of service is expected to worsen, potentially affecting public transportation since there are no plans for a dedicated bus lane on 19th Avenue in the near future.

Economic Development

According to the Campus Master Plan, the cost of demolition and building new infrastructure will be very expensive, though it is premature to estimate costs for this project at this phase. The cost to demolish the old library came close to $40 million. In total, the cost of the new J. Paul Leonard Library came to about $143 million. Figure 2.4 illustrates the costs of four recent projects.

Project	Area (ft^2)	Demolition	Cost of Building	Total Cost
J. Paul Leonard Library	155,000	$41.8M	$108.3M	$150M
Behavioral and Social Sciences Building	85,000	$82.5M	$111.3M	$193.8M
New Health and Human Services Building	38,000	$38.4M	$55.3M	$92.7M
University Park South Apartments	101,000	$40.1M	null	$40.1M +

Figure 2.4

Affordable Housing

An array of ideas, opinions and resources converge at San Francisco State University to offer students unparalleled opportunities for learning, exploration and creativity. SF State is a distinguished powerhouse of high-quality academia, innovation and civic engagement. The developments outlined in the Campus Master Plan allow for the university to appropriately address enrollment projections well into the future.

"Affordable housing is critical to attracting and retaining the qualified faculty and staff necessary to provide quality public higher education in the San Francisco Bay Area."

The Campus Master Plan allows for the development of approximately 0.9 million gross square feet of academic and support facilities to remedy existing and future space shortages, correct deficiencies and technological uselessness in existing facilities and to provide capacity for future program requirements.

The delivery of affordable housing will enhance the university's ability to recruit new faculty and staff members, thereby enhancing SF State's standing as a leading undergraduate, graduate and research institution in California. New faculty and staff recruitment are needed to replace retiring campus employees and to provide for expanded enrollment. Affordable housing is critical to attracting and retaining the qualified faculty and staff necessary to provide quality public higher education in the San Francisco Bay Area.

However, there are few affordable housing options around San Francisco State University. Average monthly rents have increased year over year, and many people — students included — are being priced out of the city. Figure 2.5 provides rental information for the area immediately surrounding the university. Figure 2.6 shows the average incomes and places or residence of students.

	SF State Towers	Parkmerced	Ingleside	Parkside
Avg. rent per sq ft	$2.01	$2.80	$3.07	$2.90
Avg. sq ft of bedroom	600	772	666	698
Avg. rents for 1 bedroom	$1,206	$2,174	$2,035	$2,031

Figure 2.5

Where do San Francisco State University Undergraduates Live?	
California	95%
Other US States & Territories	<1%
Other Countries	4%
How old are San Francisco State University Undergraduates?	
Average Age	23
Percent of Undergraduates Age 25 or Older	21%
Low Income Students	
% of Undergraduate Students Who Are Low Income Students	41%

Figure 2.6

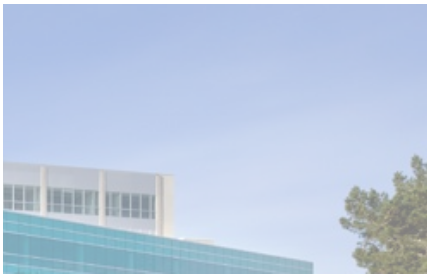
Significant Growth Projected

In the years to follow, plans for the area call for increases in the number of residents, students and jobs. The 19th Avenue Transit Study provides the opportunity to advance a major transportation investment that will improve transportation conditions and circulation, while also serving the needs of this growing community.

URBAN
DESIGN
STUDIO

URBAN
DESIGN
STUDIO

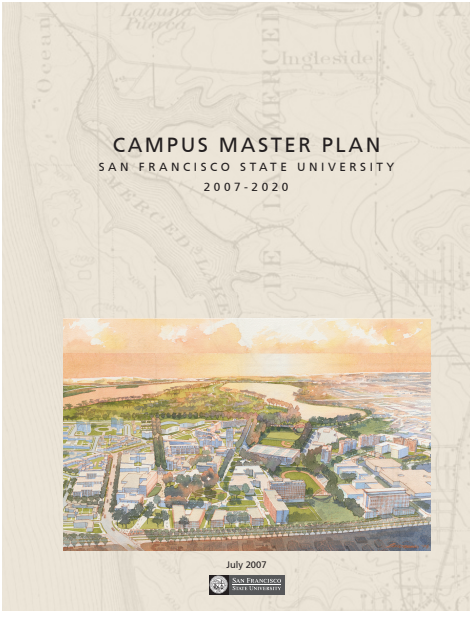
PREDECESSOR PLANS

Campus Master Plan

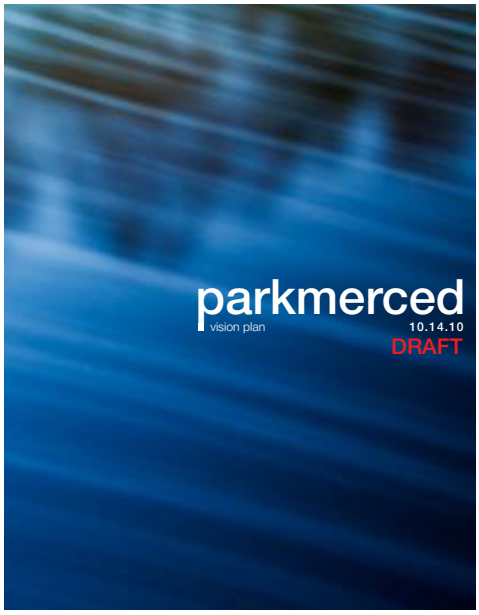
The San Francisco State University Campus Master Plan outlines the planned growth of the university out to 2020. With an increase of 20,000 to 25,000 full-time equivalent students by 2020, there will be 800,000 gross square feet of additional spaces. These new buildings will be located where the current, outdated buildings lie.

SF State's growth plan is based on four core goals: equity and social justice, community engagement, international perspectives and opportunities for personal and professional growth. These goals will be expressed through urban design. The Campus Master Plan has three key characteristics that will further define the campus: distinctive urbanism, public open space and vibrant campus community.



By creating memorable public spaces, Holloway Avenue and Buckingham Way will be redesigned into college main streets. Through redefining the campus, sustainability will help to create a healthy living space for students, faculty and the public.

Parkmerced Vision Plan



To the south of San Francisco State University lies a massive 152-acre neighborhood owned and operated by a single entity, Parkmerced, LLC. In 2005 Skidmore, Owings & Merrill LLP was commissioned by Parkmerced, LCC to prepare a plan that would transform Parkmerced into a contemporary urban oasis. The Parkmerced Vision Plan was approved by the San Francisco Board of Supervisors in May 2011.

The Parkmerced Vision Plan sets forth the ambitious goal of becoming America's first net-zero carbon community. The plan involves removing many existing streets and adding new ones to engineer better circulation in and around the area. Many existing buildings will be torn down and replaced with more compact development. Parkmerced plans to grow its community by 5,679 housing units from the current 3,221 over the next 20 years. To support this population, Parkmerced called for the realignment of the M Ocean View to better service the area.

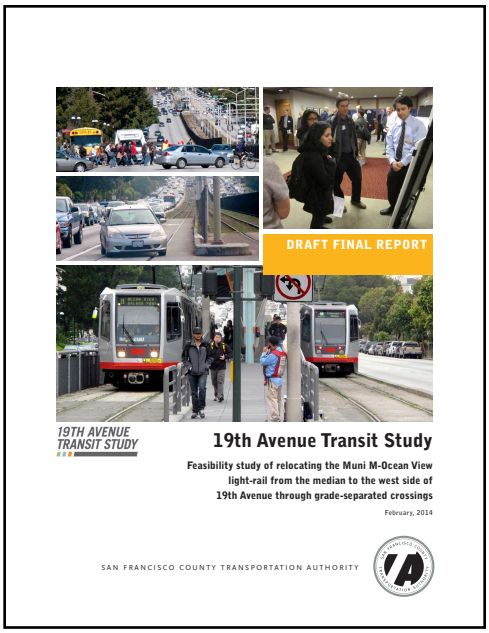
"The Parkmerced Vision Plan sets forth the ambitious goal of becoming America's first net-zero carbon community."

The Parkmerced Vision Plan is a comprehensive sustainable area plan and perhaps the most ambitious retrofit of this scale ever to be achieved. Parkmerced is slated to become a thriving anchor of prosperity for the southwest region of the San Francisco.

As part of the Parkmerced Vision Plan, SF State acquired two lots just south of Holloway Avenue. These lots are part of the Holloway Avenue Vision and provide an incredible opportunity to reinvigorate the primary entrance of campus. SF State, like Parkmerced, has the unique opportunity to create a new destination for residents of the surrounding area and to provide housing for future students. These lots are well served by transit and possess many of the attributes which spur transit-oriented development (TOD). By adding housing and ground floor retail along Holloway Avenue, SF State has the opportunity to better integrate its academic culture with the community. By transforming Holloway Avenue into a pedestrian haven for shoppers and retailers alike, SF State can reinvent the corridor as a destination rather than an origin.

19th Avenue Transit Study

With the recent adoption of the San Francisco State Campus Master Plan in 2007 and the Parkmerced Vision Plan in 2011, the area surrounding 19th Avenue will surely see an increase in the amount of vehicle, public and pedestrian traffic. In order to meet this incoming demand, then-District 7 Supervisor, Sean Elsbernd requested that the San Francisco Planning Department conduct a study dissecting the impacts of these plans. Their result was the 19th Avenue Transit Study.



The 19th Avenue Transit Study was undertaken by the San Francisco County Transportation Authority (SFCTA), and evaluated the feasibility of a large-scale overhaul of 19th Avenue. The goal of the study was to evaluate what steps could be taken to both improve transit and pedestrian safety.

"The goal of the study was to evaluate what steps could be taken to both improve transit and pedestrian safety."

In order to achieve these goals, many alternatives were presented. The San Francisco County Transportation Authority developed six options for portions of the corridor that could have been "mixed and matched" to form nine distinct alternatives. Ultimately, the 19th Avenue Transit Study suggested that the most ideal alternative should address the transit issues associated with 19th Avenue through a longer subway and bridge.

Of the changes proposed in the preferred alternative, the most significant in relation to the Holloway Avenue Vision is the realignment of the M Ocean View. Currently, the M Ocean View travels above ground along 19th Avenue in the median, which causes delays to automobiles, buses, trains and pedestrians. In the suggested plan, both tracks for the M Ocean View would move to the west side of 19th Avenue partially underground. In order to accommodate these changes, the existing SF State Station would be relocated to the southwest corner of Holloway Avenue and 19th Avenue. This will replace the Parkmerced Leasing Office and Gym.

URBAN
DESIGN
STUDIO

CIRCULATION

Mobility

Circulation patterns for pedestrians, cyclists and auto drivers will change no matter the alternative. At a minimum, the connectivity of Holloway Avenue east of 19th Avenue will be obstructed. A partial closure, however, creates better connectivity between campus and the SF State Station. The 19th Avenue Transit Study mirrors that sentiment. As a result, pedestrians can walk freely across Holloway Avenue and cars are rerouted along the periphery.

Holloway Avenue as a key commercial corridor will activate the space and encourage commerce. This not only will benefit the university's pocket, but it will benefit neighboring communities by providing improved access to local shopping. Even a partial Holloway Avenue closure will result in an increase to pedestrian activity.

Partial Closure Alternative

Emerging from the new underground M Ocean View Station located on the southwest corner at 19th Avenue and Holloway Avenue, transit users will find themselves immersed in diverse, native landscaping as part of the Partial Closure Alternative. The M Ocean View realignment transitions effortlessly to Holloway Avenue and the redesigned entrance of San Francisco State University. From the station, heading east, widened sidewalks and comfortable plazas entice passersby to shop, relax or have a cup of coffee. Frequent crosswalks and amenities like moveable seating help create a

friendly, safe and welcoming environment for students, faculty and all members of the public. Figure 4.1 shows how Holloway Avenue will interact with the people walking around the area.

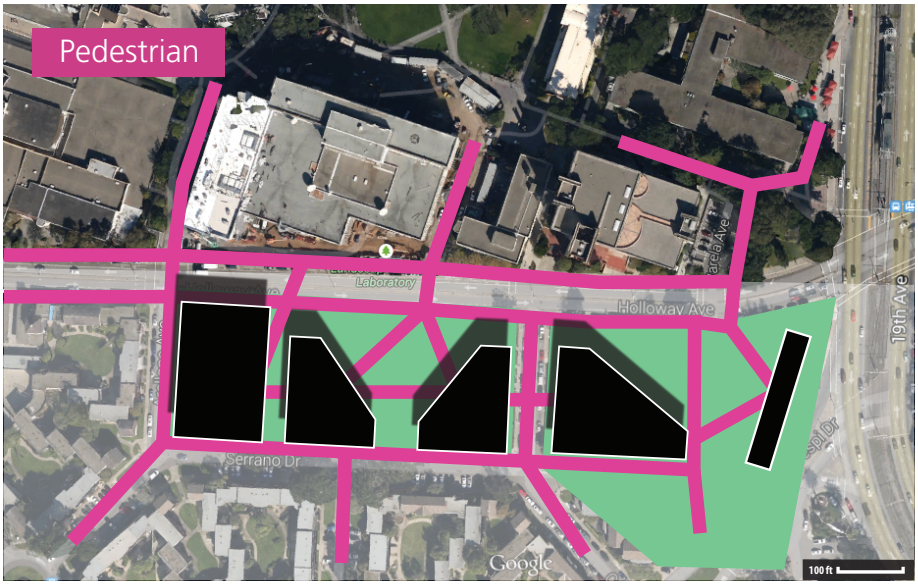


Figure 4.1
Partial Closure Alternative, Pedestrian Circulation Map

Public Transportation

The 19th Avenue Transit Study discusses several alternatives for the M Ocean View realignment. However, in none of the alternatives does the SFCTA consider relocating both the southbound and northbound tracks below ground at SF State. The preferred alternative, and by far the most extensive, only suggests submerging the northbound track up to SF State and then continuing the line with both tracks above ground to a new Parkmerced Station. The study does not make any mention of keeping both lines below ground, even though Parkmerced — who is funding a hefty portion of the realignment — has expressed interest in having an underground station in its own development. Figures 4.2 and 4.3 illustrate what an underground station could look like.

The Partial Closure Alternative centers around the idea of fully submerging a SF State Station for two reasons: (1) to improve the speed and efficiency of M Ocean View trains and (2) to complement the wishes of Parkmerced, LCC. To build an at-grade station for SF State would double the costs of the entire realignment project if the city were to then rebore the line underground for a Parkmerced Station.

In conjunction with a fully submerged station, the Partial Closure Alternative purposes a new transit terminal above ground in the same location to seamlessly connect all available transportation modes into a single location. The terminal would service Muni's 29 Sunset, 28 19th Avenue, 28L 19th Avenue Limited and 17 Parkmerced as well as the university shuttles which connect students to the Daly City BART Station. Figures 4.4 and 4.5 show the way an underground station would interact with an aboveground transit terminal.

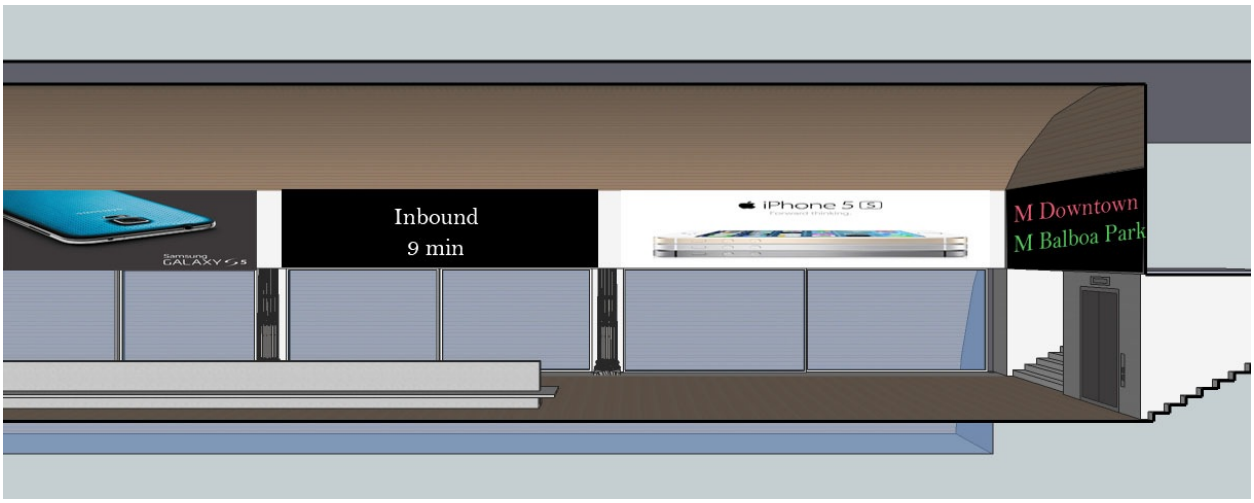


Figure 4.2
Cross section of the realigned M Ocean View SF State Station

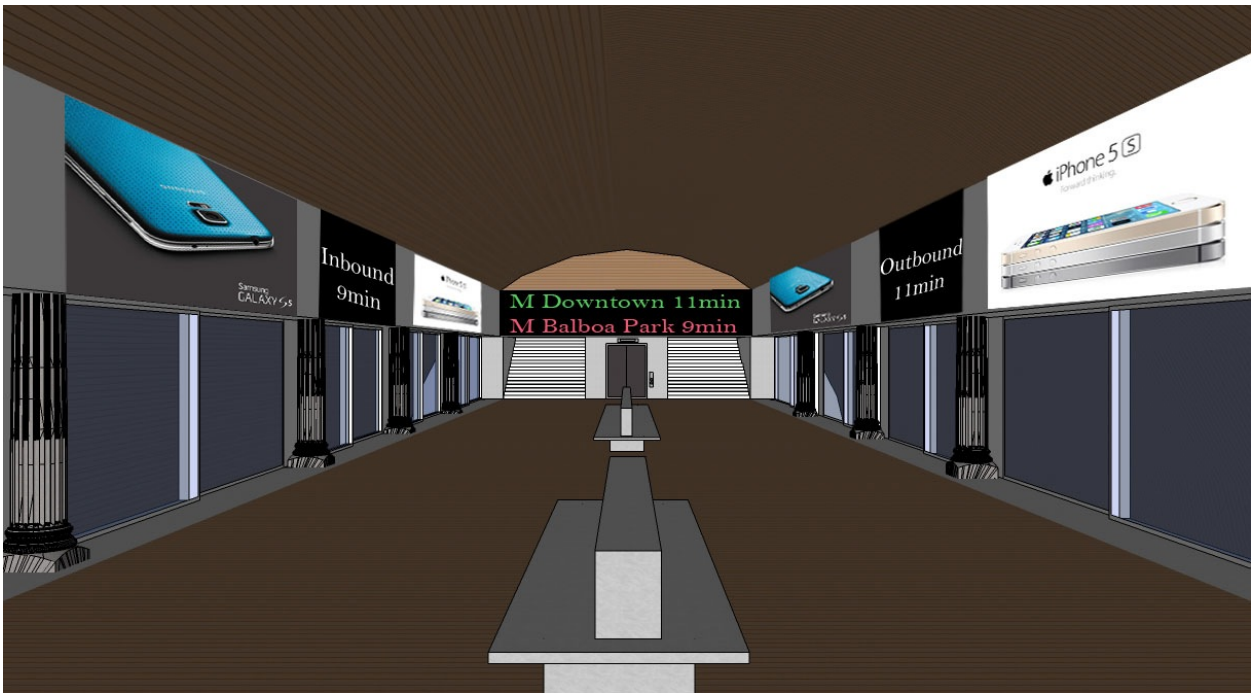


Figure 4.3
Interior rendering of the realigned M Ocean View SF State Station

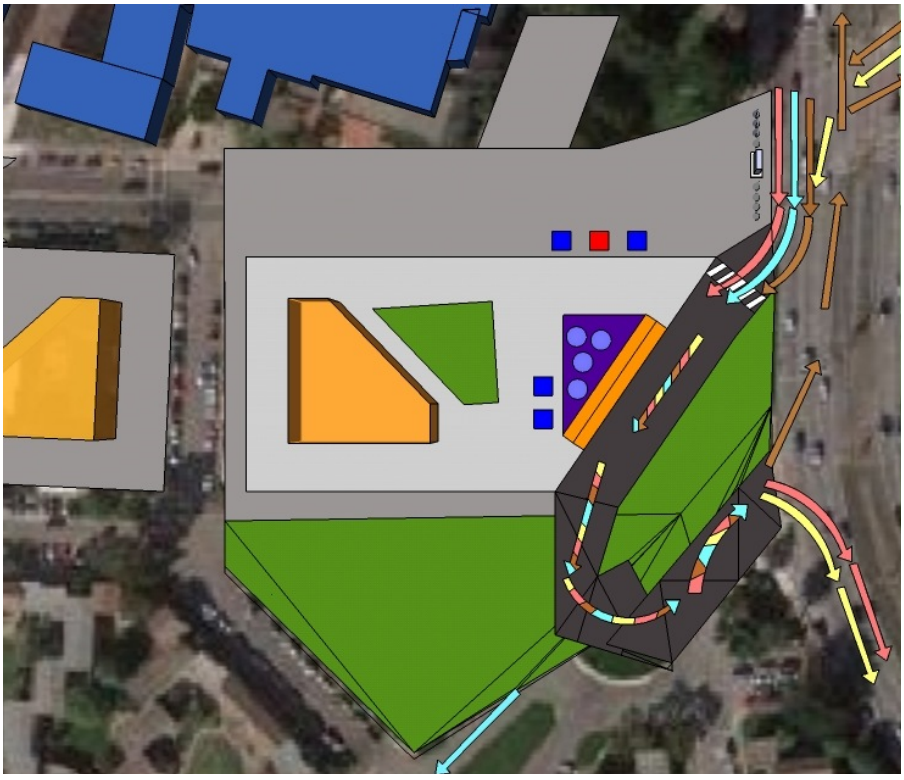


Figure 4.4
Muni's 28, 28L, 29, 17 and the university's shuttles will use the parcel above the M Ocean View SF State Station.

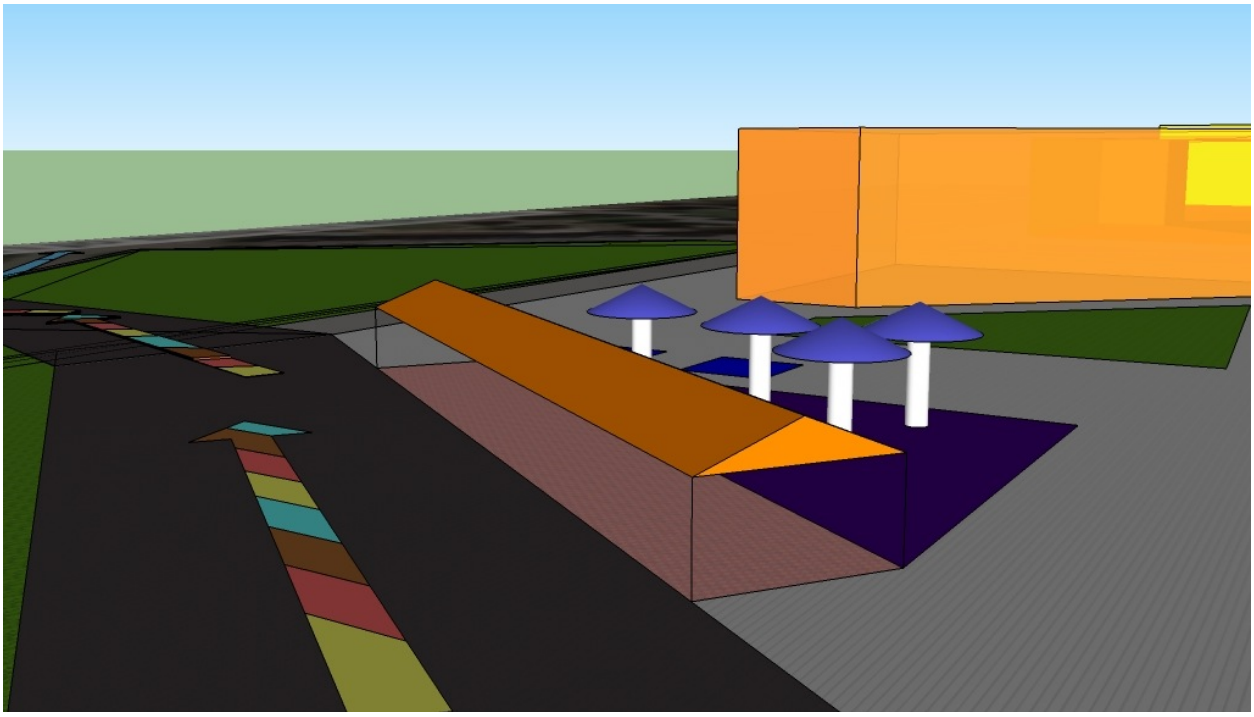


Figure 4.5
A rendering of the SF State Transit Terminal. Covered, well-lit waiting spaces encourage transit ridership. Further, the terminal seamlessly connects the bus network with the M Ocean View SF State Station below ground.

Driving

Traffic headed west away from 19th Avenue, which currently travels along Holloway Avenue between Varela Avenue and 19th Avenue will instead travel on Crespi Drive to Serrano Drive to Cardenas Avenue and then Holloway Avenue. The 19th Avenue Transit Study — which also recommends closing the same segments of Holloway Avenue — mentions that traffic lights at Crespi Drive and 19th Avenue will be timed with the traffic lights at Holloway Avenue and 19th Avenue to allow cars to move through the area in one motion. The only other street to be closed off under the Partial Closure Alternative is the short segment of Varela Avenue between Holloway Avenue and Serrano Drive. Figure 4.6 illustrates how automobiles and cyclists will travel through the area.

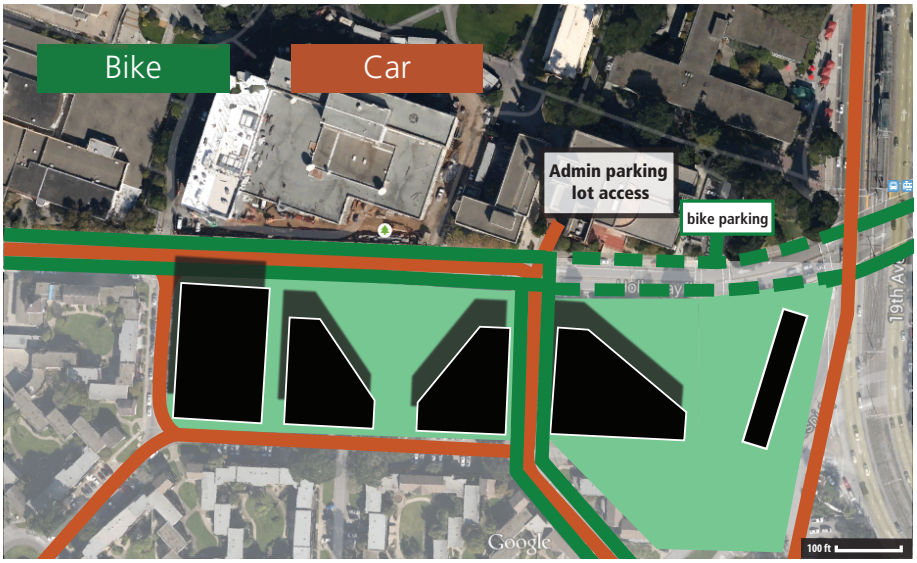


Figure 4.6
Partial Closure Alternative, Car and Bike Circulation Map

Cardenas Avenue, which intersects blocks 5 and 6, connects car drivers to the underground Administration Building garage. The garage will mostly serve as a handicap parking lot as the former Lot B (now closed off to auto traffic) will act as a bicycle parking facility.

Traffic calming measures such as bulb-outs, raised pedestrian crossings and boulevard-style crosswalks with wide center pedestrian refuge islands will calm traffic and reduce speeds of all modes of travel on Holloway Avenue. On-street parking will be available on both sides of Holloway Avenue acting as a buffer between auto traffic and pedestrians (Figure 4.7). The new pedestrian-centric Holloway Avenue will, by design, decrease overall car traffic and speed.

Cycling

Increasing bicycle ridership to and from San Francisco State University is discussed several times in the Campus Master Plan. With five-foot-wide bicycle lanes leading directly to Holloway Avenue and bicycle parking near the SF State Station and along the corridor, cyclists will feel safe moving through the area. These lanes are solid green between Arellano Avenue and Cardenas Avenue, but

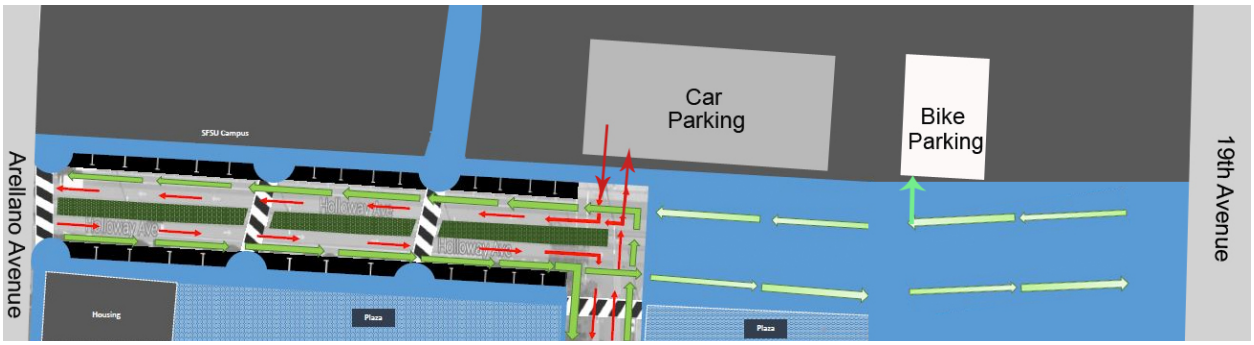


Figure 4.7
On-street car parking acts as a buffer between pedestrians and auto traffic. Frequent bulb-outs and raised pedestrians crossings encourage drivers to slow down.

striped between Cardenas Avenue and 19th Avenue to signify that the area is a shared space for pedestrians and cyclists (Figure 4.6 and 4.7). Additionally, new bike parking services with engaging designs will allure more riders. This innovative new bike parking takes up little ground space and uses solar power to keep bikes secured by lifting them almost 15-feet high. See Figure 4.8.

Walking

Pedestrianism is the most crucial mode of travel in the Partial Closure Alternative. It's often forgotten that all people are pedestrians at some point in their journey; no matter if it's from public transit, personal vehicles or bikes. This design alternative centers around pedestrian and cyclist accessibility. The area has several entrances exclusively designed for pedestrians. These same spaces also serve as gateways into campus.

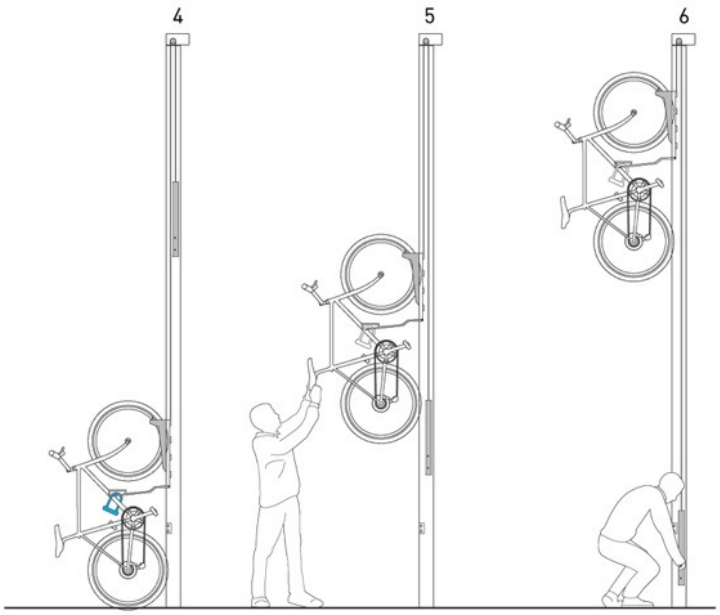


Figure 4.8
An example of a raised bike corral.

In an effort to complement the San Francisco Planning Department's Complete Streets Program, the Partial Closure Alternative includes subtle engineering decisions to calm traffic and better connect the Holloway Avenue Vision area with the rest of SF State. Crosswalks, bulb-outs and large refuge islands allow pedestrians to cross the street safely and in less time. Additionally, the area where most pedestrians will cross, the SF State Station, will be completely closed off to traffic.

Complete Closure Alternative

The Complete Closure Alternative transforms Holloway Avenue into a premier commercial corridor that welcomes all members of the public. People arriving to San Francisco State University via the SF State Station will be immersed in an environment that naturally directs students, faculty and the public to student housing, commercial activities, open space and the campus. While a great amount of attention went into redesigning Holloway Avenue as part of the public realm, the core principle of the design was to supply much-needed student housing.

Public Transportation

In the 19th Avenue Transit Study, a number of variants were presented for how to realign the M Ocean View. The superior alternative — as identified by the SFCTA — involves relocating the tracks from the median of 19th Avenue to the west side, and placing the northbound tracks underground and the southbound at grade. The SF State Station will also be relocated to the southwestern corner of Holloway Avenue and 19th Avenue, where the Parkmerced leasing office is currently located. The Complete Closure Alternative complements the new SF State Station and seamlessly connects transit options such as buses, shuttles and the M Ocean View with the university.

Driving

The Complete Closure Alternative runs with the idea of closing a segment of Holloway Avenue by proposing to close off Holloway Avenue between 19th Avenue and Arellano Avenue as well as the segment of Cardenas Avenue and Varela Avenue between Holloway Avenue and Serrano Drive. With the closure of Holloway to traffic, cars traveling east away from 19th Avenue than travel on Crespi Drive to Serrano Drive, make a right turn onto Arellano Avenue, and a left turn to continue down Holloway Avenue. These traffic patterns are shown in Figure 4.9.

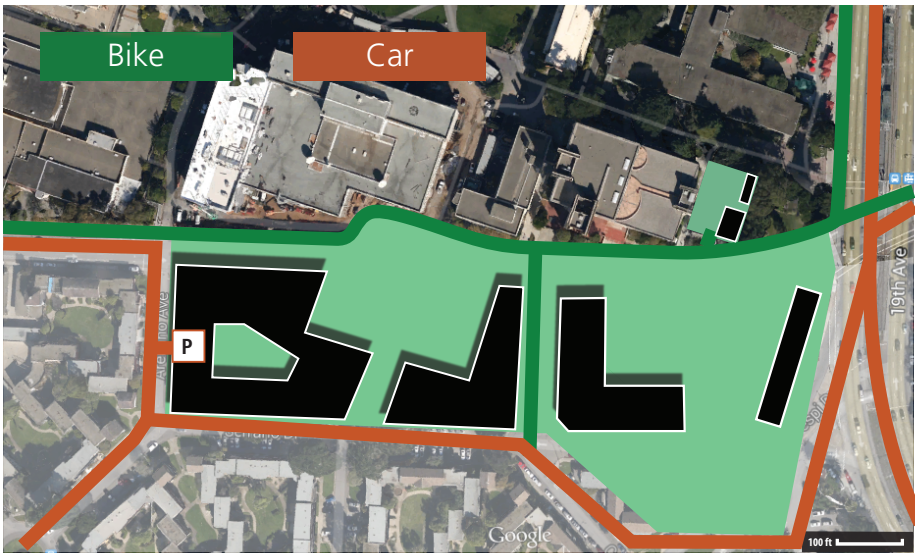


Figure 4.9
Complete Closure Alternative, Pedestrian Circulation Map

Closing off these streets to car traffic results in the removal of 105 on-street parking spaces and 54 parking spaces located in the Administration Building. About 15 of the parking spaces to be removed are ADA accessible; theses spaces will relocate to a new underground garage beneath the easternmost building on block 5 and will be accessible from Arellano Street.

Cycling

While automobiles and public transit are the predominant forms of mobility for students headed to school, there needs to be an increased emphasis on cycling. The Complete Closure Alternative meets this goal by promoting ridership in a number of ways. One being the inclusion of a brand new bike barn and bike shop. The barn and shop will replace the current ADA parking lot located on the east side of the Administration Building. This new bike barn and shop will add up to 140 bike parking spaces. These corrals take the shape of cars which can accommodate 20 bikes each. See Figure 4.10.

Another addition to the landscape includes a new cycletrack. A 15-foot-wide track will run along the newly closed off Holloway Avenue and continue all the way down to Lake Merced Boulevard. The cycletrack will encourage social biking, but also allow access to emergency vehicles. See Figure 4.11.

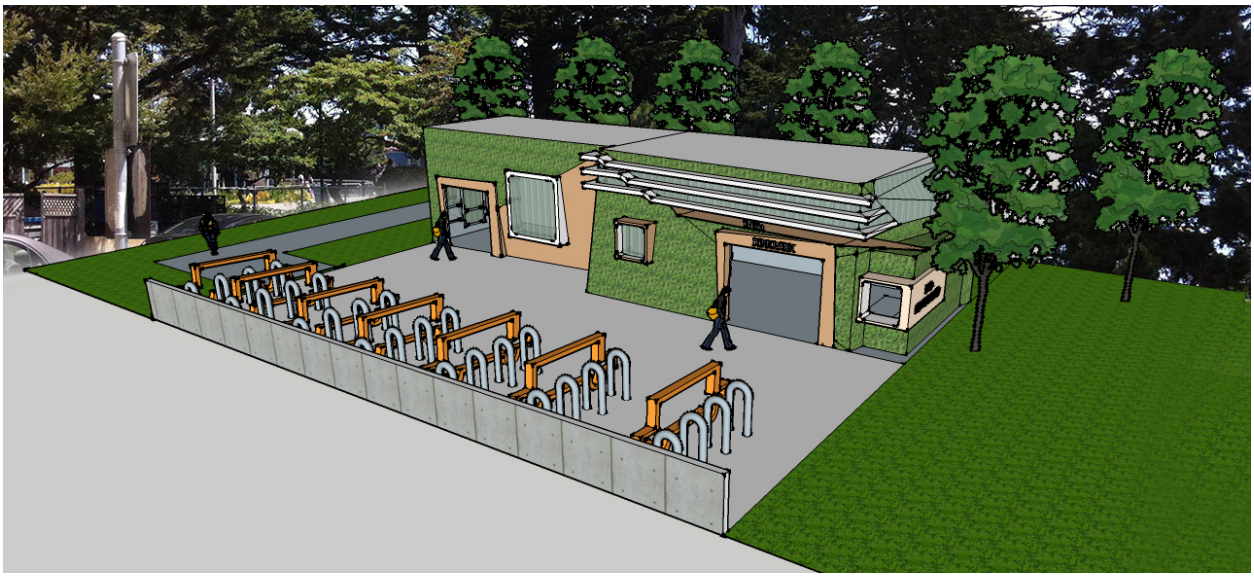


Figure 4.10
The new bike barn offers cyclists a safe place to store their bikes. The car-shaped corrals are a fun way show how little space bikes consume compared to private vehicles.

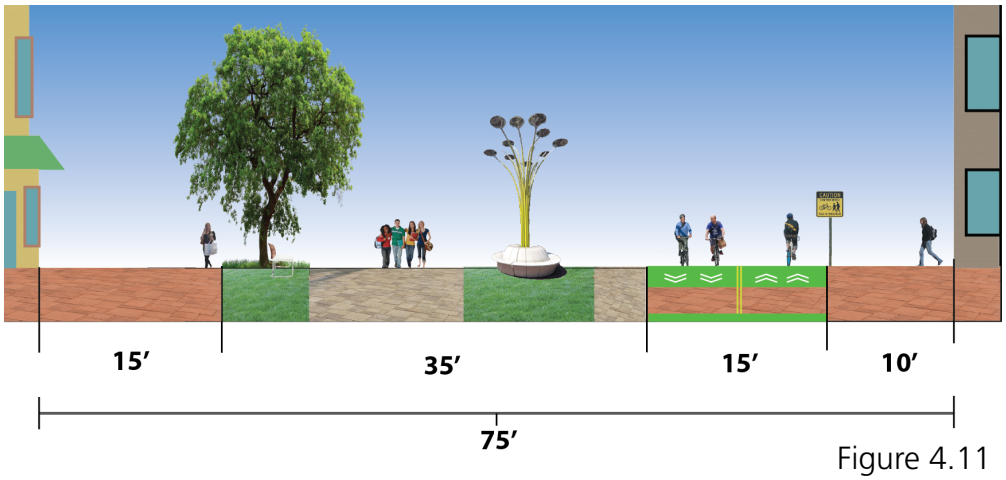


Figure 4.11
15-foot-wide bike lanes encourage sociable biking.

Walking

The public is given access to all parts of the redevelopment of Holloway Avenue. Whether a student or faculty member wants to go from their apartment, to campus or to public transit, aesthetically pleasing walkways encourage a natural flow to all destinations. As shown in Figure 4.12, paths will naturally lead students and transit riders to not only the campus entrance, but also to commercial activities along Holloway Avenue.

One of the primary concerns of the Holloway Avenue Vision as well as the predecessor plans is pedestrian safety. By relocating the M Ocean View from the median of 19th Avenue to the southwest corner of Holloway Avenue and 19th Avenue, foot traffic headed towards the university will no longer have to cross 19th Avenue. Instead, they cross anywhere along Holloway Avenue, which is closed off to automobiles. In order to increase pedestrian safety, a clearly marked green stripe will line the cycletrack, making both cyclists and pedestrians aware each other.

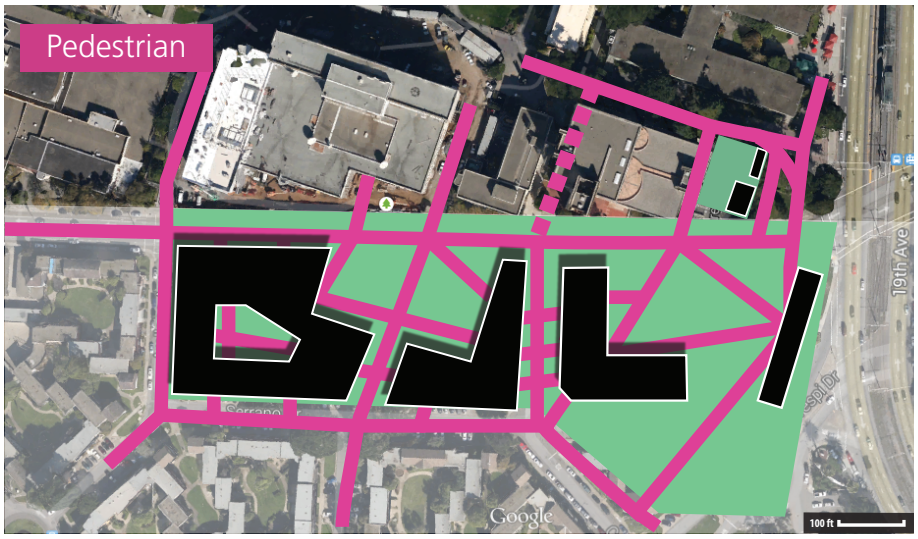
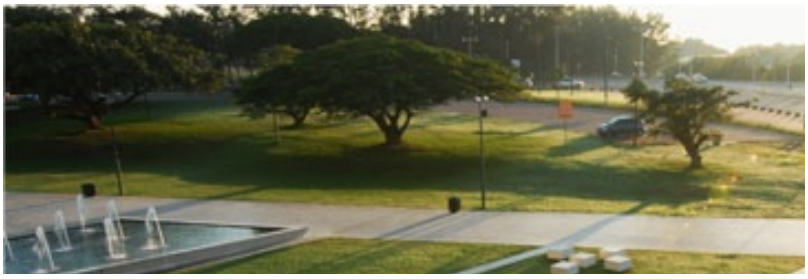
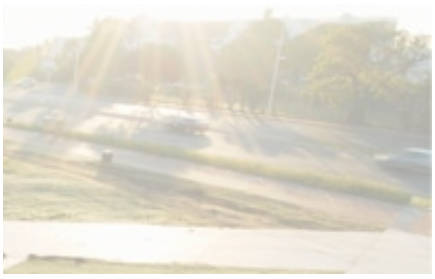
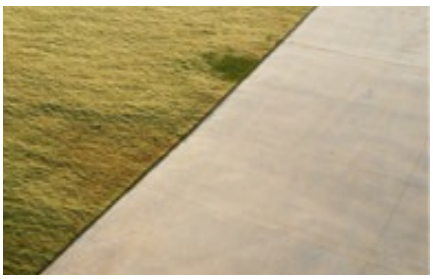


Figure 4.12
Complete Closure Alternative, Pedestrian Circulation Map

URBAN
DESIGN
STUDIO

URBAN DESIGN



Environmental Design

In the United States, buildings account for nearly a third of all energy consumed. As the proverbial "low-hanging fruit," sustainably designed structures: use less energy, less water, are built with renewable materials when possible, complement local geographies and climates, and exist or support alternative modes of transportation. These design alternatives support the sustainable design principles mentioned above.

The design proposals incorporate the newest technologies such as double- and triple-pane windows, renewable materials, and bike parking installations. An emphasis on water, however, is most prominent in each design as this is arguably the most precious resource in California.

Partial Closure Alternative

Four new buildings will replace the existing housing stock on blocks 5 and 6 of Holloway Avenue. Three of which are identical in form and mixed-use. These are the easternmost buildings. The westernmost building is residential only and rectangular in shape. See Figure 5.1.

The situation of each mixed-use structure is in such a way that each building mirrors the centermost structure. They stand four stories tall with commercial space on the ground floor. The majority of units are double bedrooms though single occupancy and three-bedroom units are available too.

Each building will offer approximately 31,000 square feet of residential space and collectively the three mixed-use buildings will house 1,700 students.

The westernmost residential building is six stories tall and offers housing for only upperclassmen. Each apartment has four bedrooms with six beds. Each floor of the hall includes a study lounge, computer lab, a community room, laundry room and vending machines. This building will have a maximum student capacity of approximately 460 students. A visual representation of all four buildings can be seen in Figure 5.2.

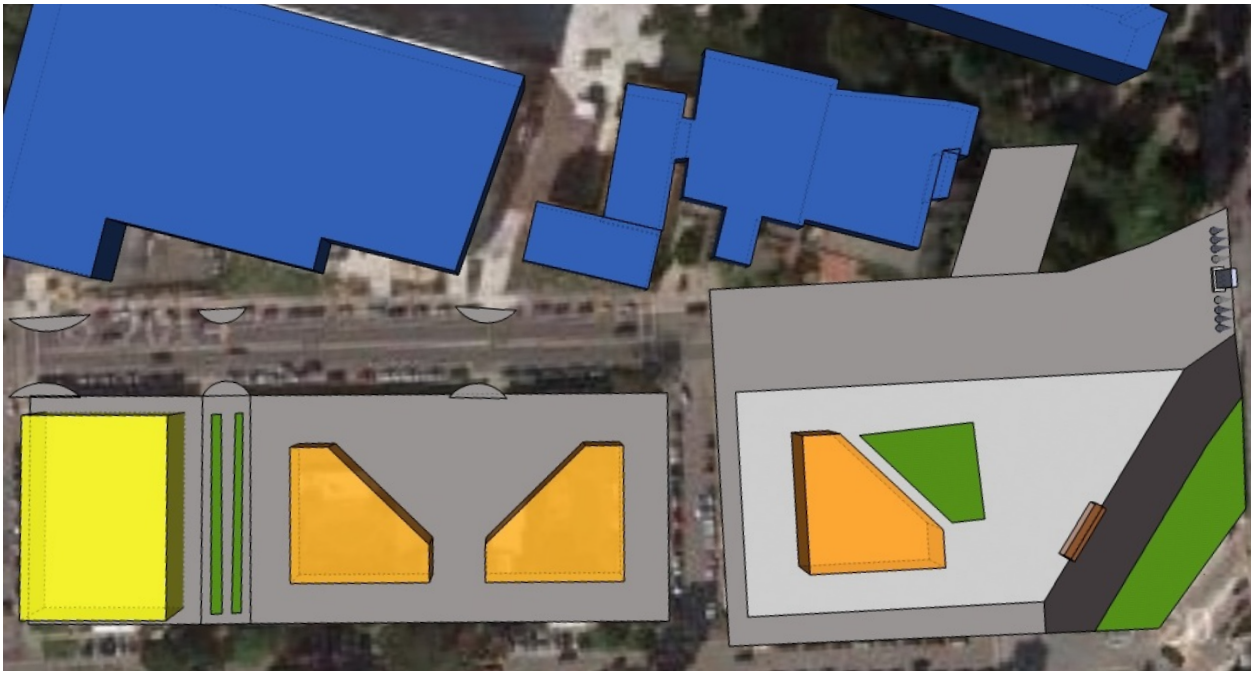


Figure 5.1
The orange rectangle-like structures are mixed use with ground floor retail three floors of housing. The square yellow rectangle signifies the six story residential-only building.

Figure 5.2
A rendering of all four structures looking south.

Commercial

The first floor is dedicated commercial space in each mixed-use building. The university can set limitations on types of commercial activity, though the Partial Closure Alternative envisions these spaces being used for cafes, small restaurants, bike shops, co-ops and perhaps even a small grocery store. Additionally, the alternative envisions a small dedicated space for the university's ongoing farmers' market, providing students and visitors with fresh and local fruits and vegetables.

Design decisions like large windows that cover 60 percent of the ground-floor store fronts, awnings and moveable furniture that supports outdoor seating stitch the area together as a welcoming place for all. Creating an all-encompassing environment that flows through the commercial space enables better marketing opportunity while also branding this space as a well-connected, world-class commercial corridor.

Through these wide-open spaces and the mixed-use environment, the new development becomes a destination. It embodies the student community and the vast diversity found within the city, allowing people to mix together and become a cohesive whole rather than a segregated mix.

Design

The plazas that will incorporate signage to actively educate people about the sustainable design measures executed within the plan area. Movable seating and tables within the plazas allow visitors to move within the space and sit where they find most comfortable, allowing large or small groups to gather with no spacing issues. Underneath the pavilion — made from sustainable materials and designed by students and faculty — will be fixed seating and tables, allowing students to study beneath the covering, protected from the elements.

The entrance to Holloway Avenue will protect those coming from the SF State Station from oncoming cyclists and will ensure their safety due to the lack of cars within the first blocks. This will give more space and time for people to cross into the development as well as into campus. Ample crossings throughout Holloway Avenue will also ensure pedestrian safety, so traffic will be calmed significantly and pedestrians can cross safely.

Along the perimeter of all buildings and within the plazas are bike racks and bike trees that will prominently convey to students that cycling is supported and an encouraged mode of transport. Bike trees protect bikes from the rain and theft while a pin-activated motor secures the bike and rotates it around the tree-like structure. This increases the available surface area for plaza users. See Figure 5.3.

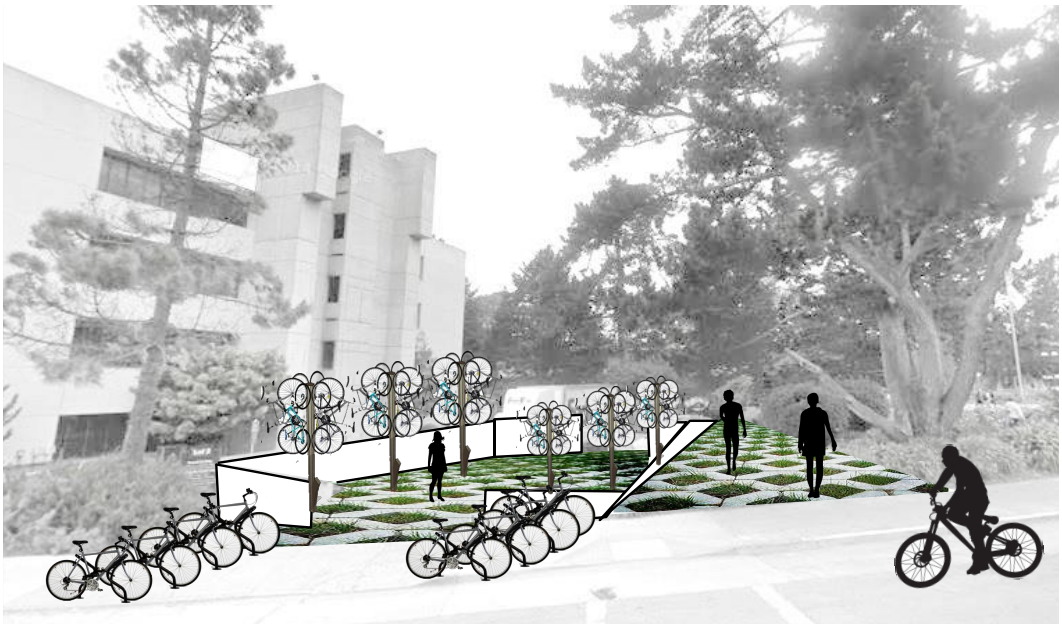


Figure 5.3
New bike parking facility with attractive corrals to replace the 15 ADA parking spaces in Lot B east of the Administration Building.

Complete Closure Alternative

The Complete Closure Alternative showcases many of the ideals shared by students and faculty. Not only does this alternative provide a large amount of student housing, it also incorporates mixed-use design that encourages economic opportunity for students, faculty and the public.

A driving force in the design process of the Complete Closure Alternative was to reinvent Holloway Avenue as a premier destination and world-class commercial corridor. The realignment of the SF State Station allows for the opportunity to achieve this goal. The alternative provides a seamless and safe connection to various destinations within the area.

As San Francisco State University continues to grow, new infrastructure is necessary to accommodate the expansion. The Campus Master Plan projects enrollment to increase from 20,000 full-time equivalent students to 25,000 full-time equivalent students by 2020. This increase in the student body, on top of the already existing and heavily saturated waitlist for student housing, will require additional housing options to be added to SF State. Blocks 5 and 6 are an ideal location for accommodating the university's anticipated growth. The Complete Closure Alternative purposes increasing the housing supply tenfold while using the same developed footprint as the previous built environment.

On block 6, one new building will be erected (Figure 5.4). This five-story 60-foot tall L-shaped structure will house 250 students in 65 residential units on the upper four floors and feature retail

space on the ground floor. The ground floor of block 6 is 20,000 square feet and the upper four floors are 19,000 square feet. One of the key aspects in the design of the building was its location in relation to the new M Ocean View station. To complement this, the building is situated in a way that opens up the area above the station.

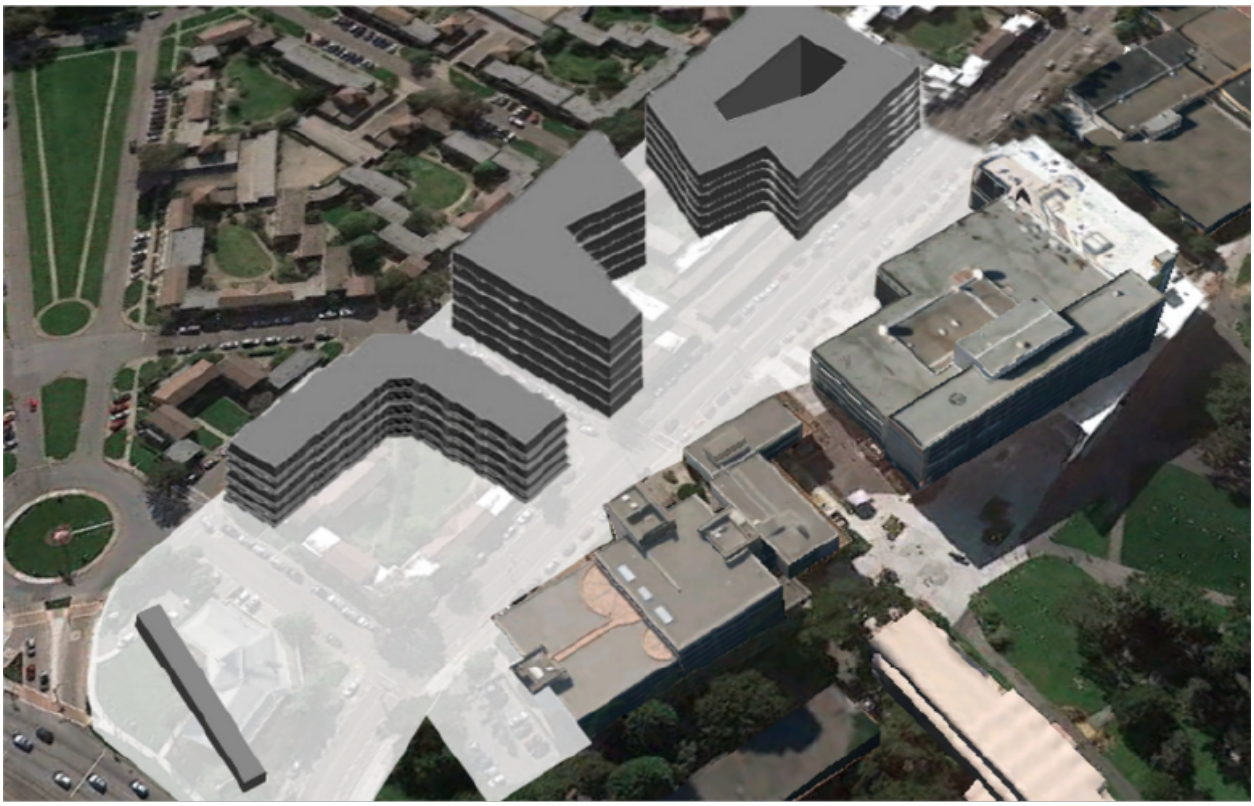


Figure 5.4
Three new mixed-use buildings along Holloway Avenue take on unique shapes to complement the existing built environment.

Two buildings will replace the existing townhomes on block 5; one located on the eastern and one on the western side of the block. These two structures combined will provide housing for around 1,500 students. One key design feature of the block 5 structures is the symmetrical contour shape they take up to form a perfect square with the slanted angle shape of the J. Paul Leonard Library and Administration Building. This natural placement and angle of the new buildings form a natural "quad" on Holloway Avenue and help tie the entire design together (Figure 5.5). The eastern building will be six stories tall, with each floor having 40,000 square feet. The building on the western side will also be six stories tall and have 25,000 square feet per floor.

Figure 5.5
The buildings on block 5 complement the shape of the J. Paul Leonard Library and Administration Building to form a perfect square in the now closed Holloway Avenue.

Commercial

The Complete Closure Alternative supports a homogenous community-based housing alternative and commercial center. By including ground-floor commercial and retail space throughout, not only will the university reap the economic benefits of shop tenant rents, the university will also achieve the "college main street" vibe it had hoped for and discussed in the Campus Master Plan. Depending on the size of potential shops, block 6 could provide 20,000 square feet of commercial space, and is expected to accommodate around six commercial spaces. The western building on block 5 will offer 25,000 square feet of retail space, while the eastern building will offer 40,000 square feet.

The area within block 5 will play host to an integrated open and commercial space. Moveable chairs and tables, as well as naturally integrated seating will offer a space for not only residents of the buildings, but also anyone using the retail space. The natural quad formed through the contour of the new buildings on block 5 could also support community events such as pop-up shops and farmers' markets.

Design

Instead of playing host to automobiles, the Complete Closure Alternative purposes transforming Holloway Avenue into a pedestrian- and cyclist-only commercial corridor complemented with new walkable green space; the physical manifestation of the campus' sustainability mantra.

The current slope of Holloway Avenue within the plan area is three percent grade. This brings the street into ADA compliance.

The entire width of Holloway Avenue as it exists today is 45 feet. Under the Complete Closure Alternative, Holloway Avenue will slim down to 28 feet of street space dedicated to pedestrians and a 15-foot-wide cycletrack. Wide cycletracks such as these encourages social cycling, but also allow emergency vehicles to access the corridor should the need arise. Sidewalks on either side will be ten feet in width which leaves a lot of open space left to be utilized after the alternative's road diet. Elements such as bike racks, interactive art installations, water features, movable furniture, rain gardens, bioswales and living walls will activate the space.

Other notable features include a "Bhaskara's Wheel" perpetual motion statute. This feature sits in front of the block 6 building. The perpetual and self-sustaining motion of the wheel characterizes many of the sustainable and green values held by San Francisco State University.

Since the street closure will obstruct car access to the underground garage below the Administration Building and from the small ADA parking lot located to the immediate east of the building, those ADA spots will be relocated to an underground garage on the west side of block 5 off of Arellano Avenue. A bike barn and bike shop will serve to repurpose the now inaccessible ADA parking lot to the east of the Administration Building. Please refer to the previous section's Figure 4.10 for more details (Figure 5.6).

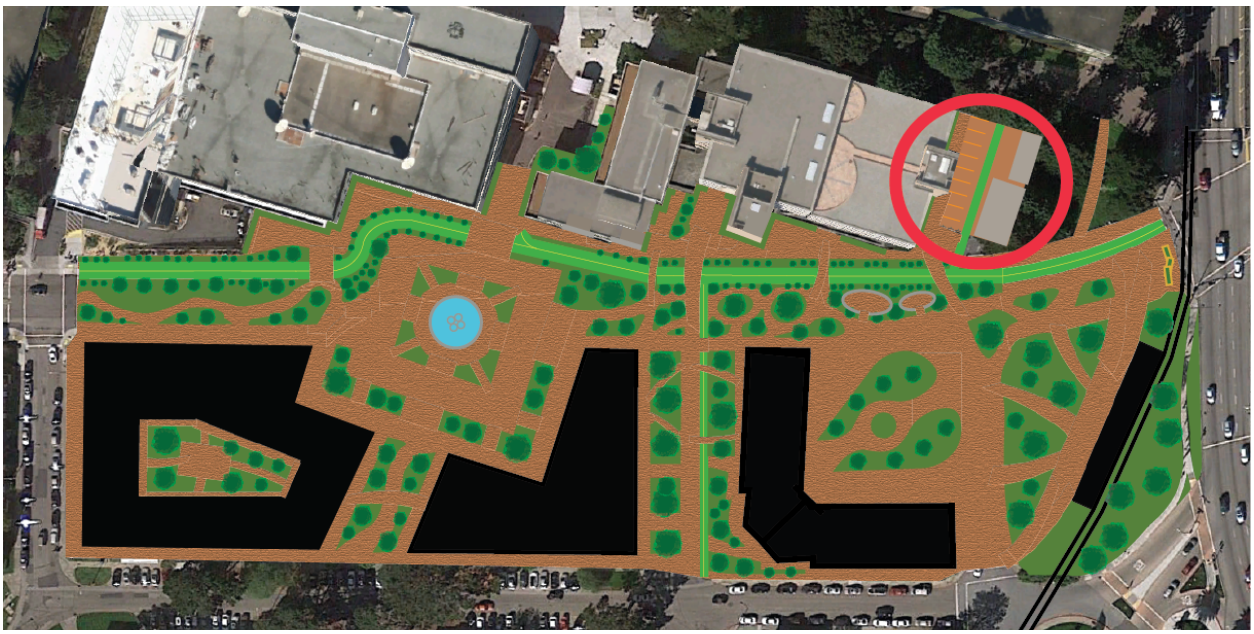


Figure 5.6
Location of new bike barn and shop.

URBAN
DESIGN
STUDIO

OPEN SPACE




Placemaking

San Francisco State University is rich in open space. The university offers several recreation areas, a massive central quad, and several dozen small green spaces. Additionally, the university has made great efforts to implement green infrastructure on campus (Figure 6.1) There are bioswales in several notable areas, and campus grounds have begun replacing plant species on campus with native, low-maintenance alternatives. The Holloway Avenue Vision alternatives build upon these advancements and offers several innovative green infrastructure technologies into the landscape within the project area. Many of these technologies have proven track records of conserving water, reducing storm surges, and mitigating the urban heat island effect, in addition to beautifying the campus.

The M Ocean View realignment presents the university with a unique opportunity to redesign the primary entrance of San Francisco State University. The SFCTA's preferred alternative offers up a quarter-mile stretch of 19th Avenue, where a new SF State Station could go. The Holloway Avenue Vision alternative both vary in how a new station will interact with the topography, but they both orient the new station on the southwest parcel at the intersection of 19th Avenue and Holloway Avenue. Additionally, both alternatives have the segment of Holloway Avenue between 19th Avenue and Varela Avenue closed off to car traffic.

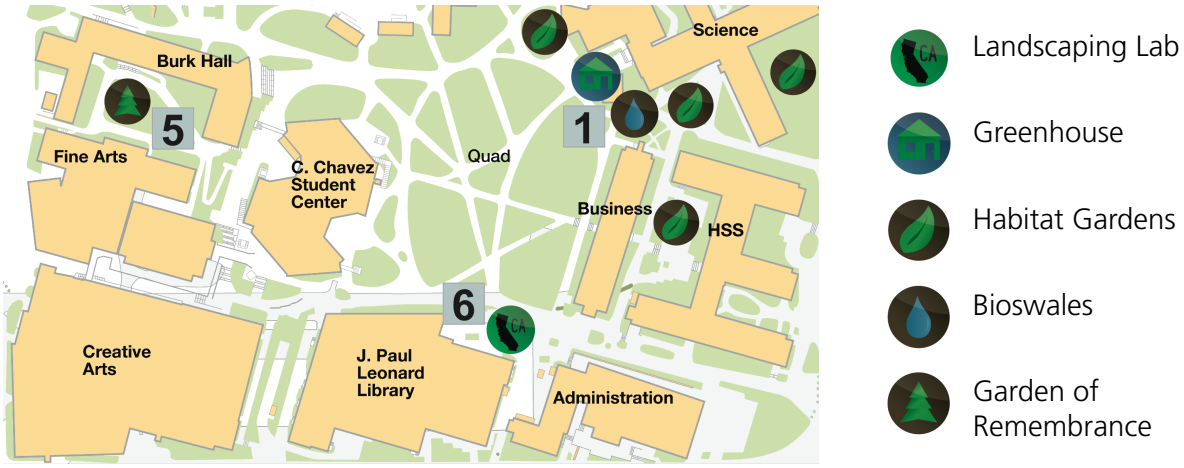


Figure 6.1
Map showing sustainable education features in nearby the plan area.

The realignment would radically change the way students enter the campus; no longer would students engage 19th Avenue, but rather Holloway Avenue. With that change, the design teams saw the opportunity to reconfigure the entrance of campus, which, as it exists, is uninspiring and underwhelming. The Holloway Avenue Vision emphasizes the significance of placemaking — the need for an inviting, picturesque entryway to the university is profoundly important for branding the university to current and prospective students and engaging alumni and donors alike.

Partial Closure Alternative

The current entrance is rather lackluster and almost unnoticeable by passersby. It currently serves only a small percentage of students who commute via the M Ocean View, 17 Parkmerced, 28 19th Avenue or other Muni buses and university shuttles. The Partial Closure Alternative envisions a new entrance that will serve the entire student population, including pedestrians and cyclists.

There are many features in the redesigned gateway that will help San Francisco State University showcase its environmental ethos. In Figure 6.2, the new entrance at the intersection of 19th Avenue and Holloway Avenue will have a new column-shaped sign spelling out “SF State”. Placed on either side of the sign are wind-powered turbines that offer a source of renewable energy and are aesthetically stunning. The new gateway will have ample seating to allow students to relax and catch up with friends. Much like quad, the plaza will serve as a place where students can gather, play music, study and relax.

Public Space

The open space outside of these buildings is displayed through multiple plazas, which will serve students, faculty and residents of Parkmerced. These plazas offer ample space which will include

movable seating and different activities for visitors to partake in. Along the edges of the plazas are commercial buildings that merge the area together effortlessly.

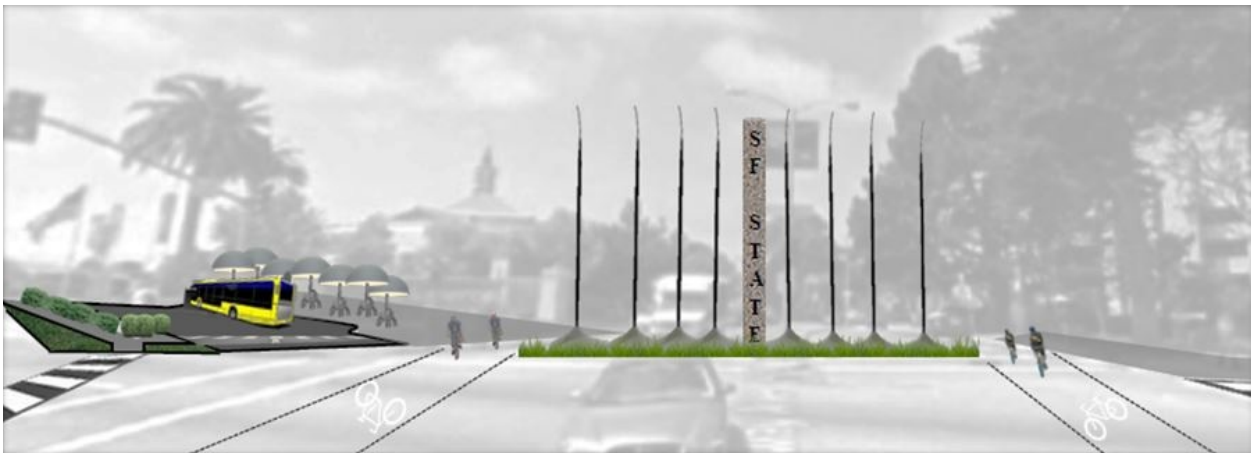


Figure 6.2
Looking west at the intersection of Holloway Avenue and 19th Avenue.

In the center of the main plaza, as seen in Figure 6.3, will be a pavilion created by students. This pavilion will be made out of reusable materials such as canisters, boxes, et cetera. Through this very hands-on design initiation, students will feel like they actively participated in the redevelopment of the area. Groups that may be interested or could be involved in this idea are engineering, urban studies and planning, industrial design and art students along with on-campus groups that may be interested in becoming a part of the development as well.

Figure 6.3
Fully recycled and recyclable pavilion can protect plaza users from the elements.

Through this alternative, commercial activity occurring on Holloway Avenue will mix with the open plazas, creating a complete and cohesive space. Rather than having them be divided through barriers and small openings, the seating for business is within the plazas and not separated at all. With ample seating outside, visitors can take their new purchases, whether it is a snack or a full meal, and find a seat within the plaza to enjoy their meal. With large doors that open completely or partially (depending on the weather), the indoor space spills out into the plaza and creates a space where no borders exist.

Complete Closure Alternative

The Complete Closure Alternative capitalizes on the M Ocean View realignment using multiple design features to complement the existing and proposed landscaping. The entryway designs and facets are meant to be seen and utilized by nearly every rider using the SF State Station.

"The M Ocean View realignment presents the university with a unique opportunity to redesign the primary entrance of San Francisco State University."

Entering the campus from 19th Avenue and Holloway Avenue now also displays the new green space that is the Holloway vision. The current street width is 45 feet. In the new Holloway Avenue, 28 feet of street space will be dedicated to pedestrians and a 15 feet to a cycletrack. This will increase the amount of open space available, while also providing a safe environment for pedestrians and cyclists to move within. Pedestrians will also have easier access to public transportation, as well as businesses, services, and their residences.

In addition to the closure of Holloway Avenue to Arellano Avenue, both Cardenas and Varela Avenue will be closed off to automobiles from Holloway Avenue to Serrano Drive as well. Cardenas Avenue will instead serve as a "green alley" and have storefronts on either side. Varela Avenue will act as a transitional space between the L-shaped building on block 6 and the SF State Station.

The current SF State sign located on the corner of Holloway Avenue and 19th Avenue would be replaced with a sign that spells out "SF STATE" with letters — approximately seven feet in height and two feet apart. This new sign is to be one of the most notable features and will make the front of the school nearly impossible to miss. See Figure 6.4. Additionally, a parklet-inspired road barrier will close 19th Avenue off to Holloway Avenue in the plan area. This will protect pedestrians from fast-moving 19th Avenue traffic and help frame the space.

The transformation of this entrance area will also involve relocating the ADA parking lot currently beside the Administration Building to underneath the westernmost structure atop block 5. A new bike barn and bike shop will replace the ADA parking lot.

Figure 6.4
Looking east at the intersection of Holloway Avenue and 19th Avenue.

Public Space

As San Francisco State University expands, it must also accommodate the influx of new students with smarter planning efforts. Currently, the green space within the housing that lies in both blocks 5 and 6 is extremely underutilized; the space on block 5 is also blocked off from Holloway Avenue by a large, uninviting wall. To maximize potential housing capacity on the new buildings in blocks 5 and 6, all floors with the exception of the ground floor will offer affordable student housing. While there is plenty of open space that can be used in the new Holloway Avenue corridor and commercial spaces, and currently existing spaces on campus, rooftops of all of the new buildings will be accessible. The buildings' rooftop designs allow the space to be used for rooftop gardening, studying, and community uses. These rooftop spaces are intended to be made available only to tenants of the Holloway Avenue structures.

In tandem with the ground floor commercial activity, the complete closure of Holloway Avenue offers yet more opportunity for the university to provide open space. Plazas will occupy the newly allocated street space. These plazas will allow for the use of the space to be used by both students and the public accessing and using the commercial spaces.

The same goes for the space located in between block 5 and the J. Paul Leonard Library. In the Complete Closure Alternative, the design of this space contours to the already existing "slanted angle" shape of San Francisco State University's building on the north side of Holloway Avenue. The space can serve as pop-up commercial space and farmers' markets.

URBAN
DESIGN
STUDIO

SUSTAINABILITY




Holistic Thinking

Throughout the design process, each alternative's team constantly referred to the goals and objects set forth — producing alternatives with insightful, picturesque entranceways, a neighborhood-oriented, though student-centric commercial corridor, and designs that improve the overall quality of student and faculty life.

Sustainability is achieved through proximity and place. Sustainable design starts from the ground; the foundation and the very locations society chooses to develop — in the most fundamental way — decides how sustainable any building or community can be. The reimagined commercial corridor capitalizes on world-class transit, and to some extent, the "sustainable design" process could have stopped there. Each design team did, however, consider much more than transit. Water, a crucial natural resource, handicaps our ability to expand cities. Thus, water conservation heavily influenced the final designs, and again, each team thought bigger. Energy, waste, and education were also considered in the designs. Ultimately, achieving sustainability requires holistic thinking, appropriate sites, and responsible use of natural resources.

Partial Closure Alternative

Many key sustainability features are included in the design to ensure that water most efficiently. Using the natural slope of Holloway Avenue, bioswales in the median will capture stormwater

Figure 7.1
Example of a bioswale that doubles as a center median.

runoff and water native species found within the vegetation. Further, the use of rainwater catchment systems atop each building will help to decrease the campus' consumption of potable water for non-potable uses such as toilets or irrigation (Figure 7.1).

By reclaiming greywater, water consumption can be cut drastically. Greywater reclamation takes water from sinks, showers, and laundry and repurposes it for toilets or on-site irrigation. Additionally, the implementation of greywater systems creates an educational opportunity where students can learn more about water issues and sustainability on campus.

Figure 7.2
Triple-pane windows save on building energy costs.

Energy

The conservation of energy was a key factor in the overall design of the Partial Closure Alternative. Double- or triple-pane windows reduced the need to heat and cool buildings (Figure 7.2). These windows also block out more of the sun's UV rays and help reduce noise. With the use of low-energy bulbs such as CFLs or LEDs, the quality of light will improve while energy consumption declines.

Another feature within this design are the windstalks located at the front entrance at 19th Avenue and Holloway Avenue. These windstalks are a flexible pole-like wind energy generators. They generate energy through the use electrodes which travel through the stalk when the wind blows. These windstalks act as both reusable energy generators and art pieces, displaying the new development's focus on renewable energy, sustainability and innovative design. See Figure 7.3.

Figure 7.3
Example of a single windstalk.

Transportation

The closure of even a portion of Holloway Avenue deters students from commuting to campus by car. The design supports

alternative modes and this sentiment is highlighted in the much-improved pedestrian and cyclist infrastructure. To further improve on this design aesthetic, the Partial Closure Alternative purposes the SF State Transit Terminal to sit atop the SF State Station. By partially closing that section of Holloway Avenue people boarding and off-boarding transit vehicle can walk to campus without having to cross a traffic-ridden street.

The waiting area will provide commuters with protection from the elements. The dome of the umbrella shaped waiting structure will have integrated solar panels to gather and store electronic energy from sunlight. This energy will be used to charge heat pumps in the winter, fans in the summer and lights for at night. See Figure 7.4

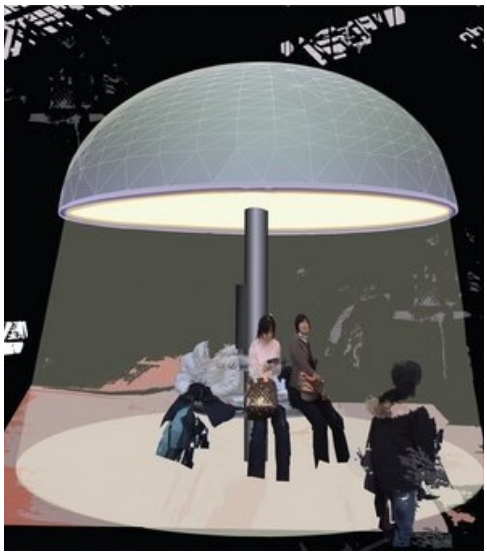


Figure 7.4
Solar-powered bus shelter.

Community Awareness

Placards and other signage will help educate the public showing and explaining the sustainable features mentioned throughout. Through this signage, people can directly identify the efforts made towards achieving a sustainable campus and encourage sustainable consumer-side decision making. This will help to fashion a student community and sense of identity; creating more than just a place to live but a community to grow within.

Complete Closure Alternative

Bioswales are man-made troughs, which are intended to absorb stormwater runoff. Bioswales are increasingly common around the world and are regarded as a great alternative to complex and expensive drainage systems. Groundwater is recharged and native species substitute traditional grey infrastructure.

Another way in which the Complete Closure Alternative seeks to address water sustainability is through the use of rainwater harvesting. Large tanks that collect rain water can be purified easily and reused for non-potable uses such as irrigation, water features toilets and urinals. While high levels of precipitation are not very common in the region, any water that can be collected and reused for later helps advance our goals of sustainability.

Energy

One relatively new form of renewable energy that has sparked the interest of environmentalist is the use of geothermal heat exchange. This type of technology is being used across the San

Francisco Bay Area in projects both large and small. The implementation of this type of technology, while expensive initially, costs substantially less to operate. There are also several tax credits available for institutions wanting to implement geothermal systems.

Waste

Anaerobic digesters are systems in which waste is kept in tanks with anaerobic (not requiring oxygen) microorganisms. These micro-organisms then break down waste into other reusable byproducts. These natural byproducts include methane, nutrient-rich liquids and solid biomass, all of which can be reused for other purposes. While anaerobic digesters are mainly used in waste-treatment facilities, the technology has also been implemented in both large scale developments, as well as small scale projects. The buildings along Holloway Avenue will be fitted with theses systems. Figure 7.5 illustrates many of the sustainability features incorporated into the alternative.

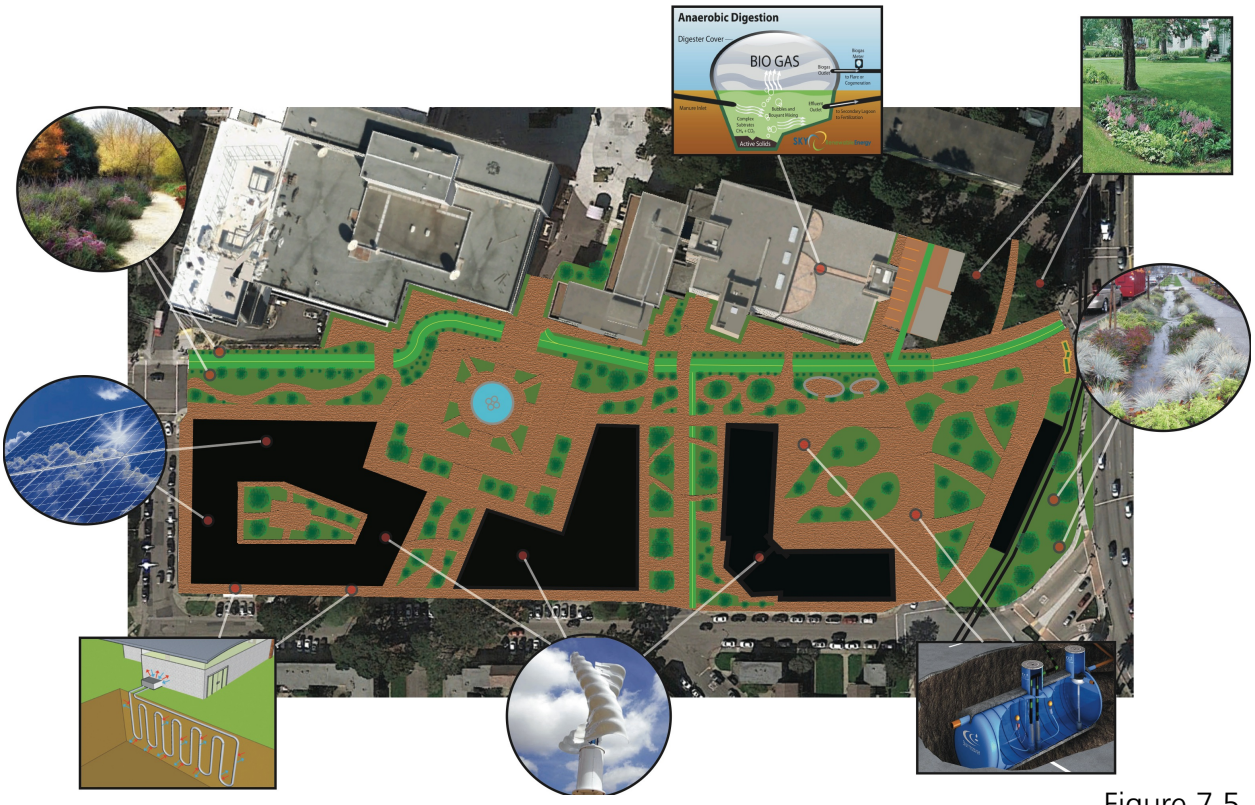


Figure 7.5
Callouts of sustainable features.

Transportation

The Complete Closure Alternative enhances the already rich transit network available to San Francisco State University. The new buildings will take advantage of this network and further discourage unsustainable transportation modes. Additionally, the alternative's Holloway Avenue design will eliminate over 150 parking spaces.

Community Awareness

The plan area not only will be a place for housing and commerce, but educational spaces too. Signage will be placed around the area to raise awareness about environmental issues and sustainability. Those who experience the reimagined Holloway Avenue will learn so much about sustainability and the university's specific programs pertaining to environmental stewardship. Many of the features in the design alternative including the perpetual motion wheel and wooden SF State sign will directly and indirectly illustrate San Francisco States University's commitment to the environment.

URBAN
DESIGN
STUDIO

NEXT STEPS




Concluding Remarks

The Holloway Avenue Vision set out to spark a discussion about the underdeveloped parcels south of the Administration Building and J. Paul Leonard Library. The vision is narrow in scope, though broad in context as it incorporates two city-wide planning projects — the M Ocean View realignment and the Parkmerced redevelopment plan — and the university's own long-term growth document, the Campus Master Plan. As the alternatives matured, the design teams often consulted these documents to make sure that their designs were compliant or at least complementary. The design teams are confident that their proposals are thought provoking and embody the spirit of we young urban designers and planners.

Ultimately, the students of the urban design studio realize these alternatives will never come to light. But that wasn't the goal of this project. What we do hope of university planners is that they will listen to our youthful take on design and sustainability. As future professionals in the field, our perspective on urbanism is worth understanding. One day we will impress upon the landscape our vision. The Holloway Avenue Vision is meant to steer the conversation and influence campus planners to push for something beyond the status quo for blocks 5 and 6. As campus planners begin to look at redeveloping these parcels, we hope they will refer to this document and be inspired by our vision.