



Turning Public Space
into Community Value

Treasure Island
San Francisco | CA

Treasure Island | Case Study



Treasure Island, a spectacular man-made tract of land connected to Yerba Buena Island in San Francisco Bay, was built for the 1939 Golden Gate International Exposition and remained a Navy base until 1997.

The site became home to a small, but diverse community of about 2,000, including a major event venue, nonprofits that help people find jobs and exit homelessness, and a grocery store. In March 2016, construction began of the Treasure Island Development. Over the next 15-20 years, the Island will be transformed to a 19,000-person community of up to 8,000 homes, including 25 percent at a below-market rate, open spaces, and 240,000 square feet commercial, retail and office space with three hotels, restaurants, retail, and entertainment venues.

More than 300 acres will be devoted to parklands, urban agriculture, wetlands, recreational sites, trails, plazas and native habitat. Its transportation network will prioritize pedestrians and cyclists and to encourage sustainable transit-oriented choices. Several developers are collaborating with the Treasure Island Development Authority, the city agency overseeing the project.

CMG Landscape Architecture, which has been working on the project since 2002, contracted with MJMMG to provide comprehensive public space management plans, including a Streetscape Master Plan, Signage Master Plan, park and open and space improvement and usage plans for Treasure Islands' first major phase of construction.

Challenges

- Integrating the needs of diverse interests—developers, City and County agencies, San Francisco Municipal Transportation Agency, Citizens Advisory Board, Treasure Island Development Authority, Planning Commission, San Francisco Bay Conservation and Development Commission (BCDC), San Francisco Arts Commission.
- Addressing complex and large-scale infrastructure and planning issues with myriad engineering consultants.



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- Developing a long-term streetscape plan focused to achieve sustainable-transit needs, amenities for residents, office workers and visitors.
- Determining uses for parks and open spaces for a largely new audience that will live, work and recreate on the island and that adhere to core values of environmental sustainability, parks as a regional destination and authenticity.

Services Being Delivered

- Streetscape Master Plan within the Yerba Buena Island private development parcel in accordance with Design for Development guidelines and the San Francisco Better Streets Plan, including:
- Recommendations of materials, furnishings, plantings, bulb-out, “special moment,” storm water treatment and street lighting conceptual designs.
- Streetscape management plan, including programming, operations, maintenance and facility costs and requirements.
- Schematic designs for the Streetscape in Major Phase 1 and Design Development Documents for Sub-Phase 1 done in coordination with the civil engineering consultant team, which is focused on traffic access and circulation, utilities, retaining walls and Storm-water management, among many issues.
- Signage Master Plan, including the review of City signage standards, development of a signage program, creation of uniform signage features, development of sign controls with content and locations, and costs estimates.
- Schematic designs for Parks and Open Space in Major Phase 1 and Design Development Documents for Sub-Phase 1 done in coordination with the marine engineering consultant team, which is focused on sea level rise and shoreline improvements. Coordination with other consultants focused on geotechnical engineering, historic architecture and marina development.
- Public outreach processes for the Master Plans with charrettes, Citizens Advisory Board, Treasure Island Development Authority, Planning Commission, San Francisco Bay Conservation and Development Commission (BCDC), and San Francisco Arts Commission.

Results

- In February 2015, the TIDA Board of Directors in February approved the Streetscape Master Plan that will direct the implementation of streetscapes on both islands. It also provides overarching vision, describing the goals and intent of the broader streetscape network.
- In May 2015, the TIDA Board of Directors approved the “Major Phase Application for Major Phase 1,” for the first phase of development.
MJMMG continues to work with CMG on the implementation of the services highlighted above.