

MOSCONE EXPANSION PROJECT

SF Arts Commission Civic Design Introductory Review

August 19th, 2013



WHY EXPAND MOSCONE?

- Moscone Center is at capacity
- Demand for additional contiguous exhibition space
- Major economic engine- 21% of all tourism dollars and 27% hotel occupancy
- Independent study for 2010-2019 shows \$2 billion loss in direct spending without expansion
- Proposed Moscone Expansion will recover \$734 million

MOSCONE EXPANSION PROJECT OBJECTIVES

An aerial, semi-transparent view of a city grid, likely New York City, showing a stadium (Citi Field) and a suspension bridge (Brooklyn Bridge) in the background. The image is used as a background for the text.

- **Maximize** economic impact by attracting new clients and maintain existing clients by creating contiguous exhibition spaces and increasing the quantity of flexible meeting and ballroom spaces.
- **Maintain** continuous operations and revenue during improvement and expansion.
- **Capitalize** on Moscone's unique location in the city by improving its connections and relationship to the city's fabric.

MOSCONE EXPANSION PROJECT - URBAN DESIGN PRICIPLES

- **Activate** streets by redesigning or relocating vehicular and service functions to create uninterrupted pedestrian-favored sidewalks fronted by active uses wherever possible.
- **Enhance** pedestrian circulation and interest by reintroducing lost mid-block passageways and reducing the length of uninterrupted frontages.
- **Create** new and improved connections to the Yerba Buena Gardens.
- **Maximize** the value of the City's infrastructure and urban planning investment by building at an appropriately high density.
- **Improve** Moscone's civic presence on Howard Street by creating an iconic and architecturally significant arrival experience.

PLANNING DOCUMENT REFERENCES:

BETTER STREETS PLAN, SAN FRANCISCO PLANNING DEPARTMENT

YERBA BUENA STREET LIFE PLAN, YERBA BUENA COMMUNITY BENEFIT DISTRICT

CENTRAL CORRIDOR PLAN, SAN FRANCISCO PLANNING DEPARTMENT

CENTRAL SUBWAY PLAN, SFMTA

An aerial, high-angle view of a city's urban landscape. The buildings are rendered in a light, monochromatic style, possibly white or light grey, with soft shadows indicating a bright, sunny day. In the center of the image, a specific area is highlighted with a vibrant green color, representing a sports field or park. This highlighted area includes a circular field, possibly a soccer or football field, and is surrounded by various rectangular buildings and structures. The overall scene conveys a sense of urban planning and public space integration within a dense city environment.

CONNECTING THE PUBLIC REALM

OBJECTIVES

- **Connectivity:** Improve connections between the Children's Center and Yerba Buena Gardens via the bridge. Make connections to major destinations more intuitive.
- **Continuity:** Make the bridge part of the park experience.
- **Activation:** Improve the conditions around the Carousel and Children's Center by increasing visibility and activation.
- **Inclusion:** Bring the experience of Moscone Center and the parks closer together and more visually, if not literally, engaged.



EXISTING CONDITIONS AERIAL



YERBA BUENA GARDENS



MLK MEMORIAL



PLAY CIRCLE



3RD STREET LOOKING NORTH

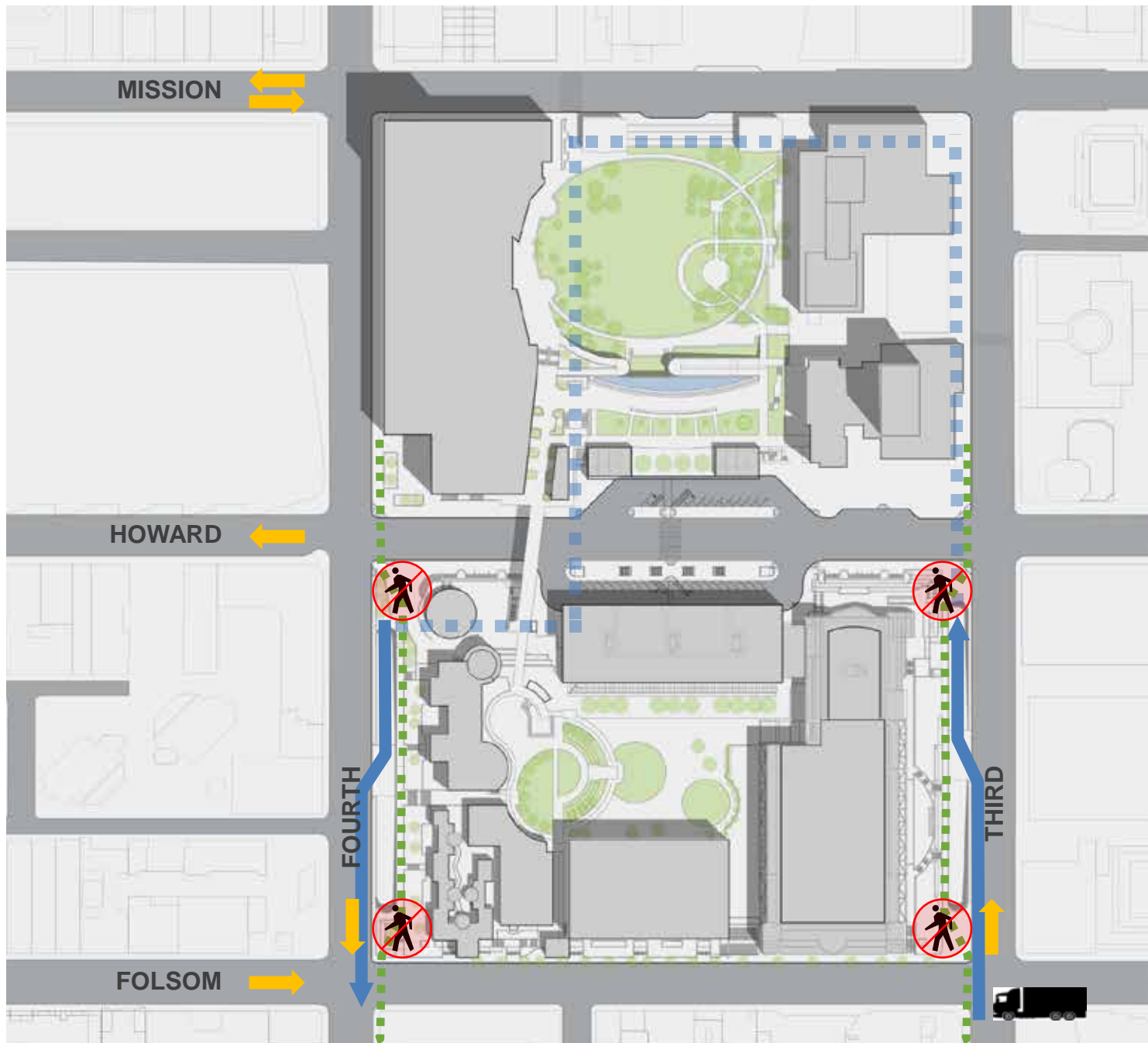
3RD STREET LOOKING NORTH

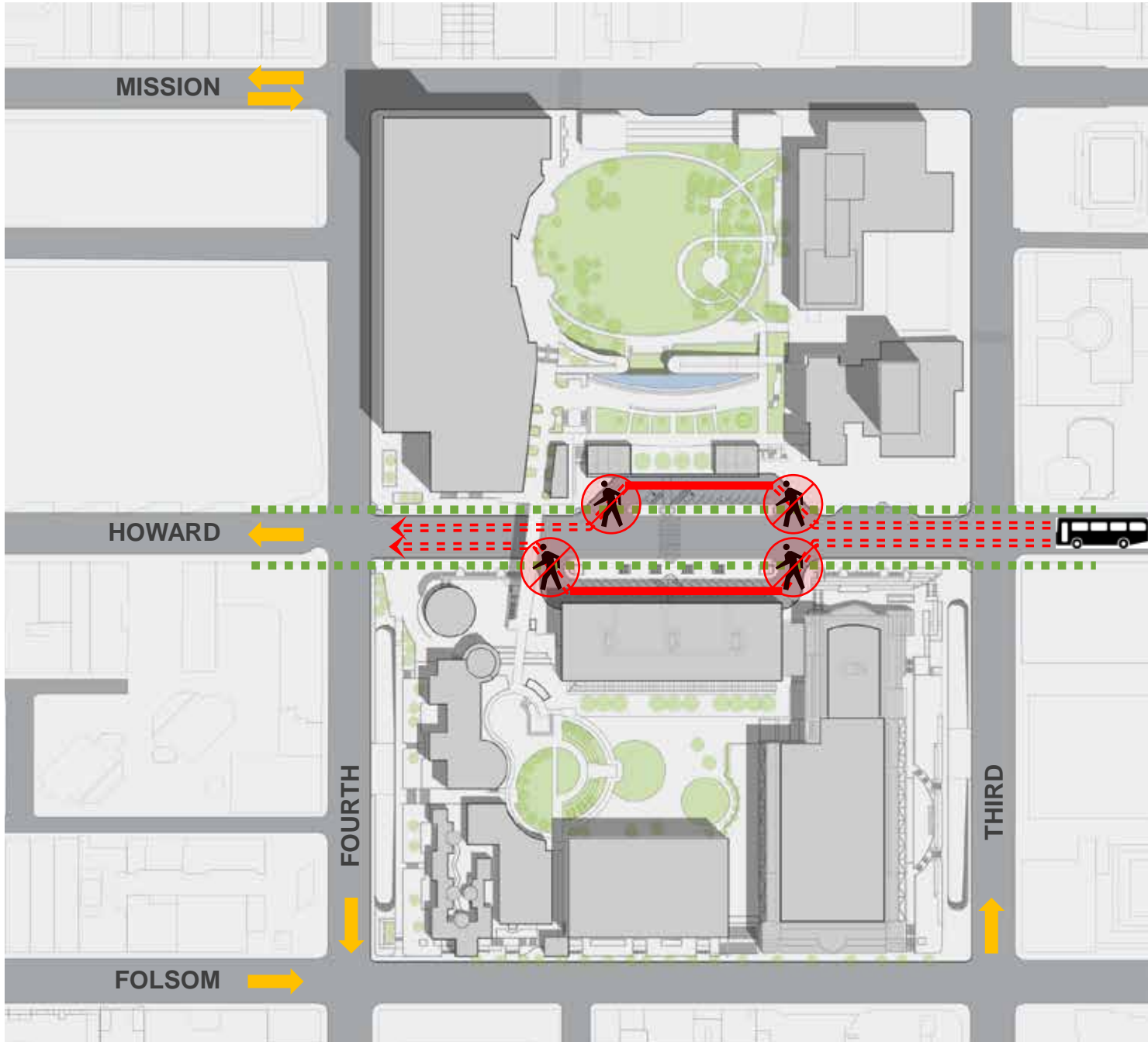


HOWARD STREET LOOKING AT SOUTH LOBBY

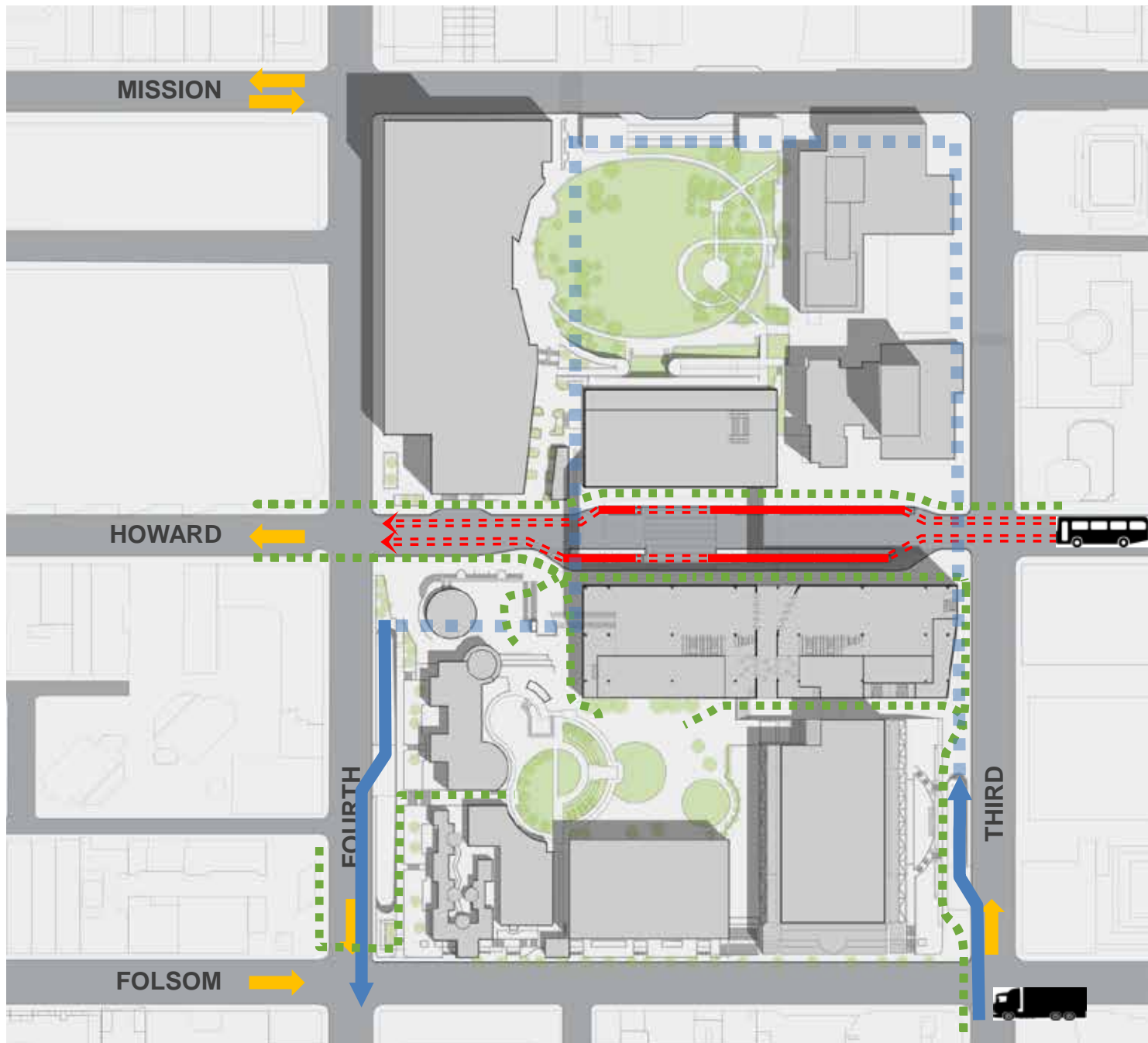


HOWARD STREET LOOKING AT NORTH LOBBY





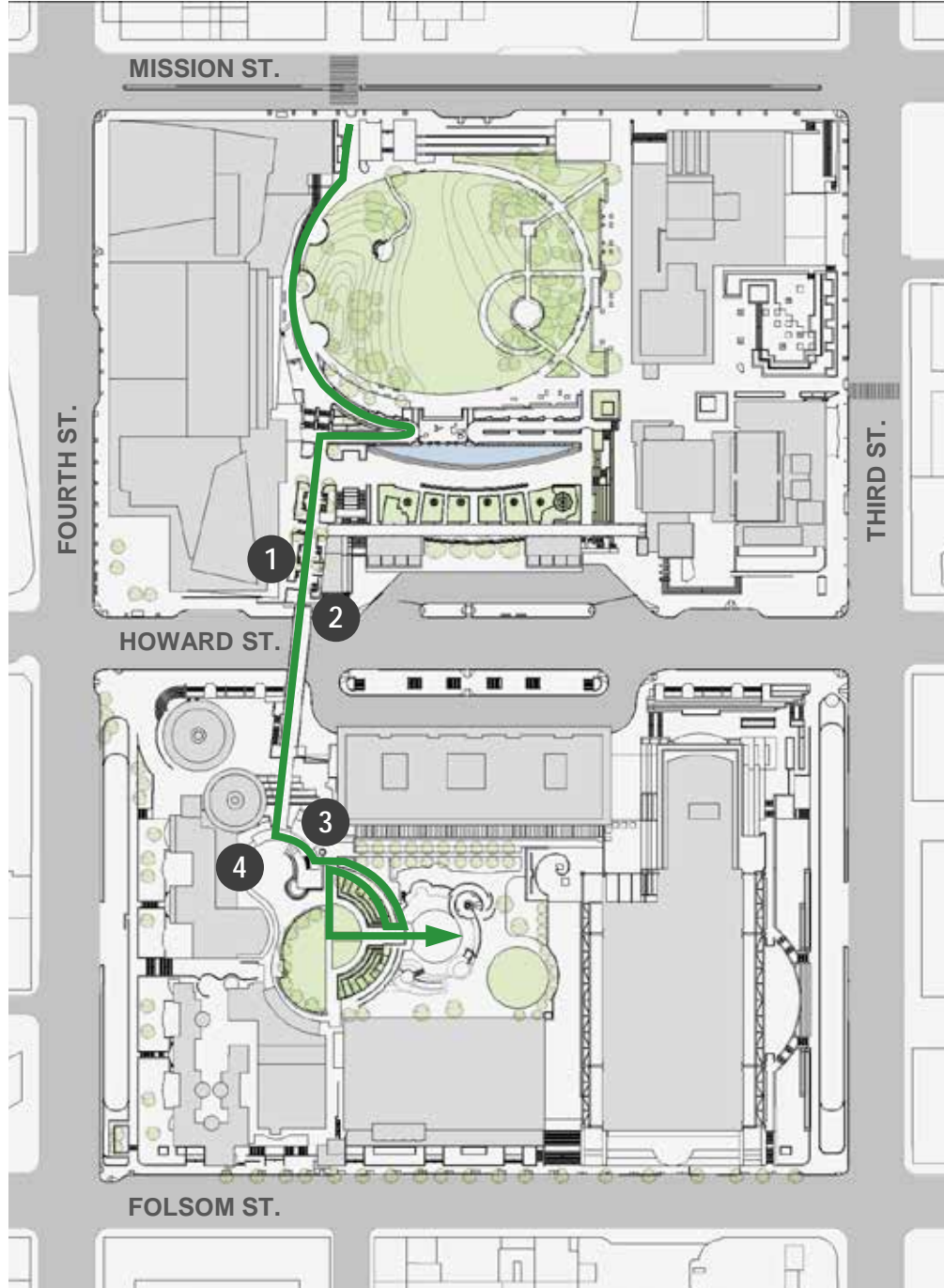
EXISTING CONDITIONS SITE DIAGRAM



PROPOSED SITE DIAGRAM



1



2



3

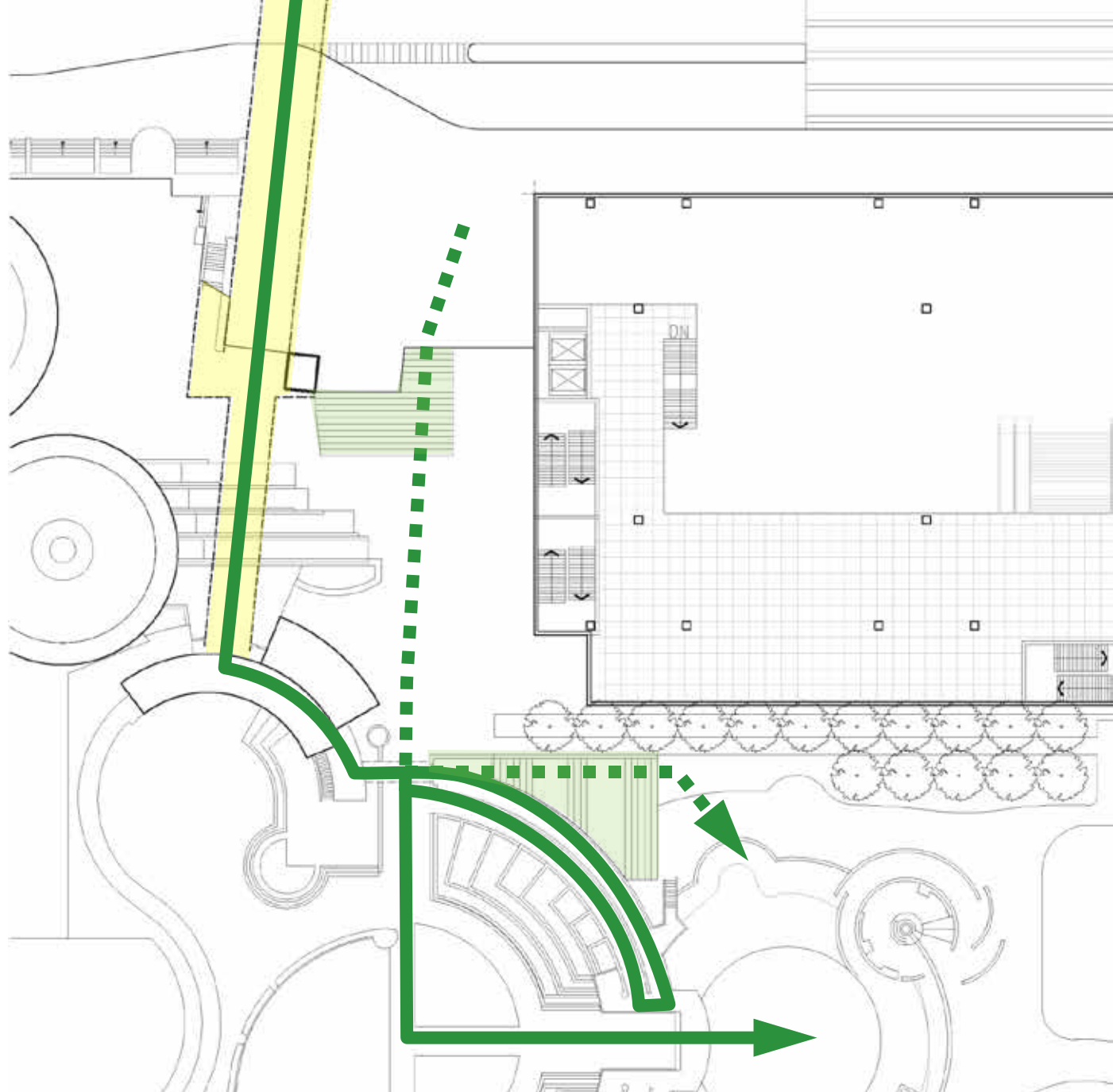


4

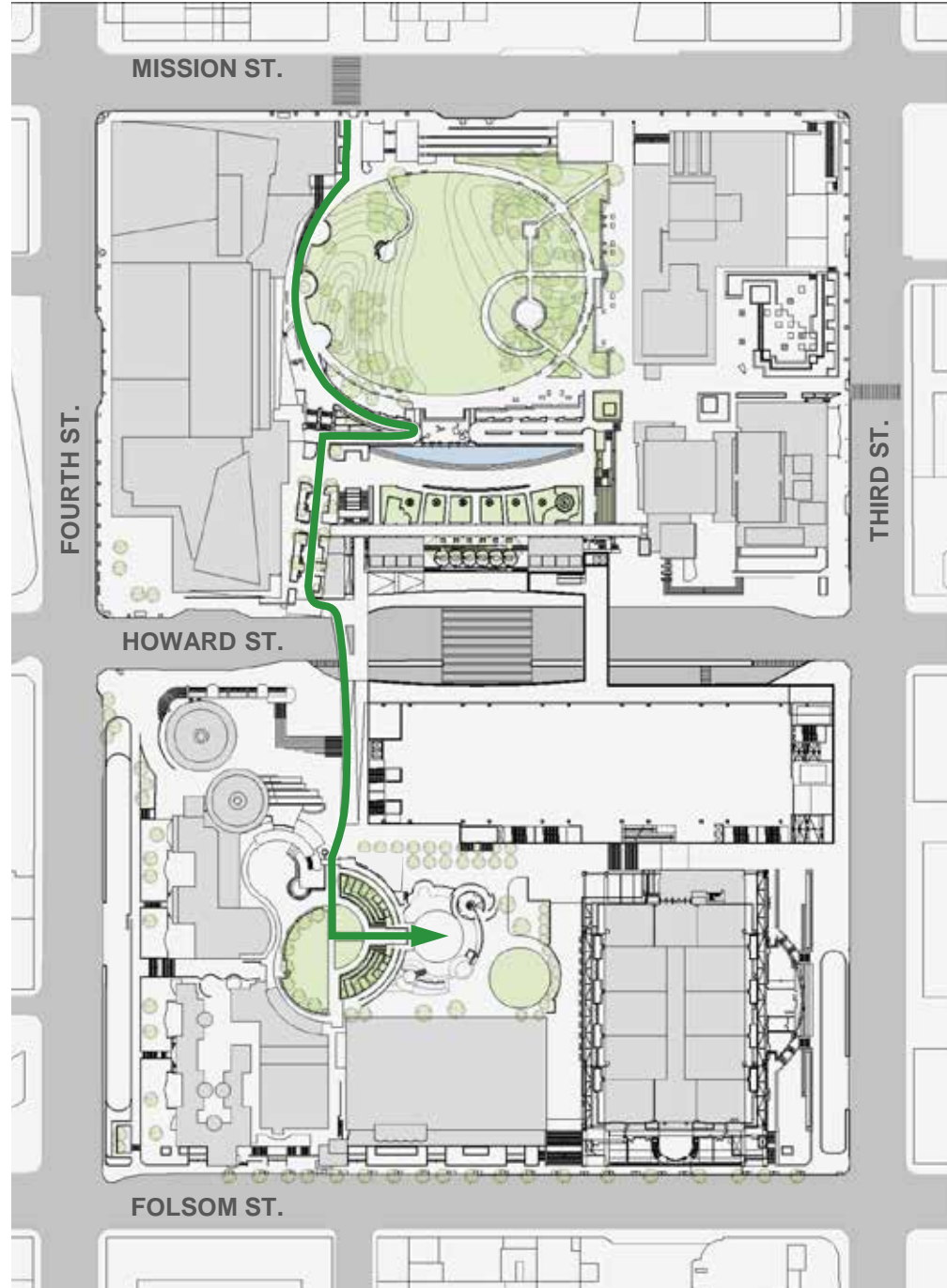
EXISTING CONDITIONS ACCESSIBLE ROUTE



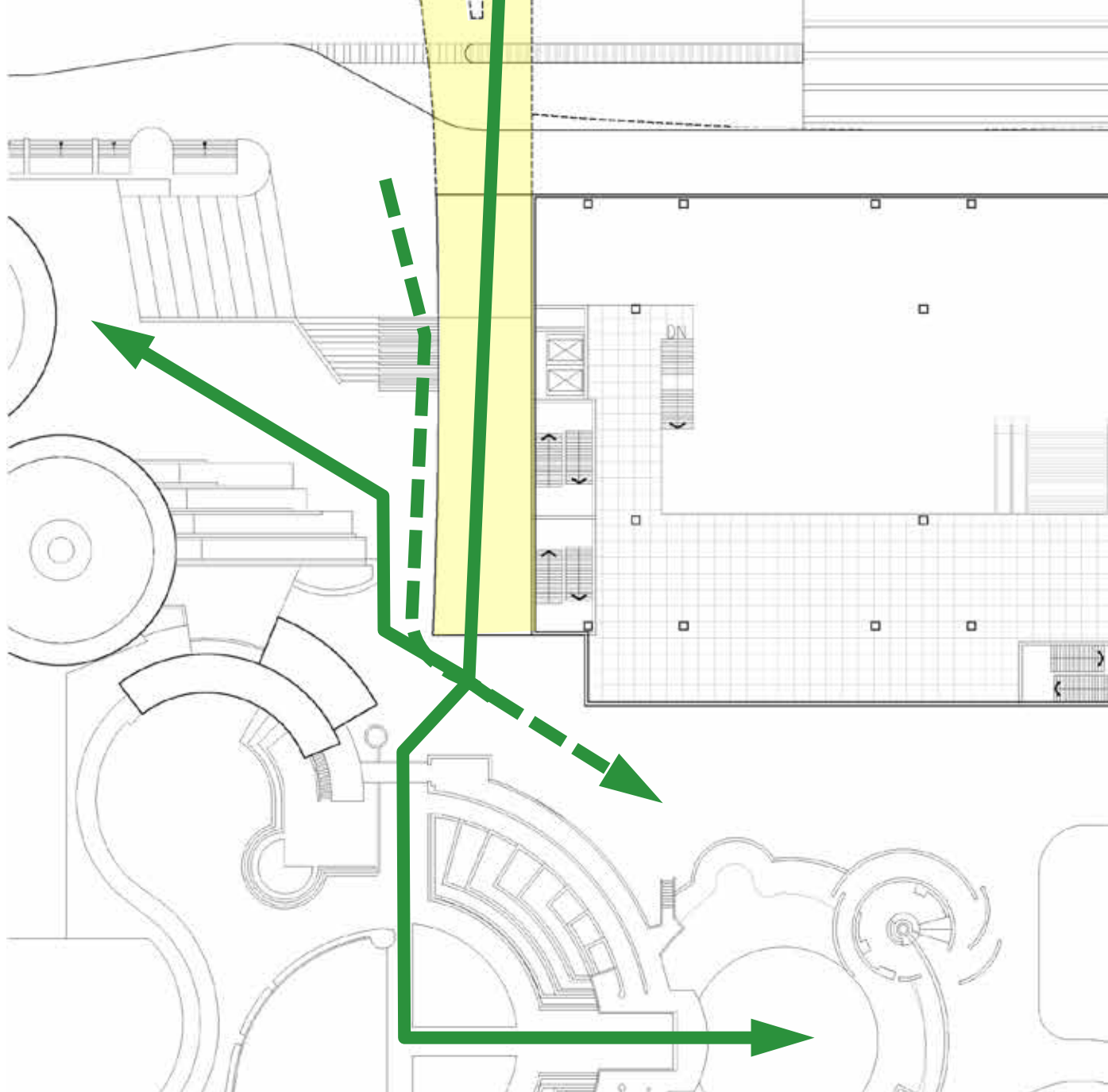
EXISTING CONDITIONS ENLARGED PLAN



MODIFIED CONDITIONS ENLARGED PLAN



BRIDGE REPLACEMENT ACCESSIBLE ROUTE



BRIDGE REPLACEMENT ENLARGED PLAN



EXISTING BRIDGE MODIFICATIONS **PHOTOS**



BRIDGE REPLACEMENT PRECEDENTS IMAGES



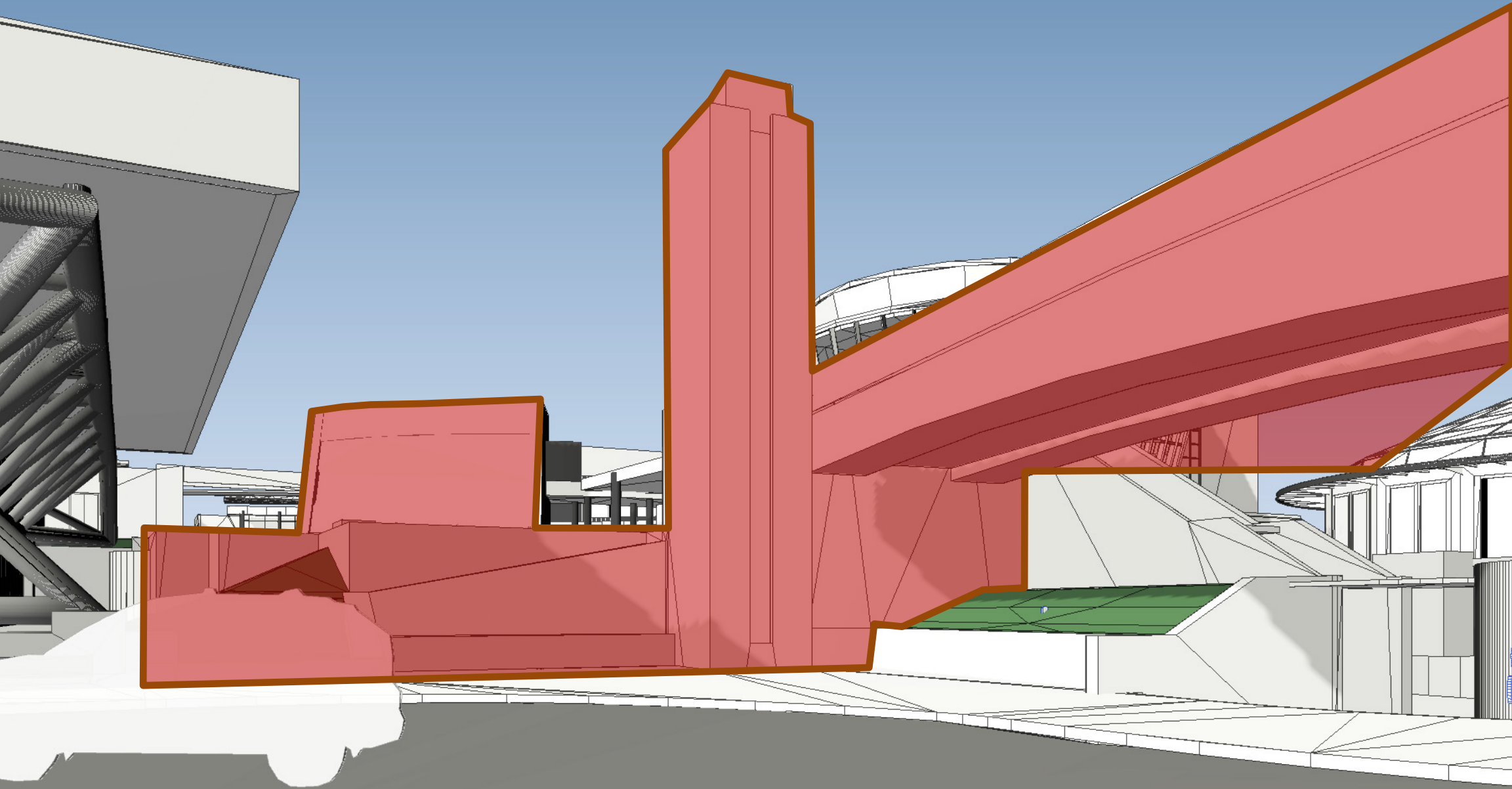
EXISTING CONDITIONS VIEWS UNDER/AROUND BRIDGE

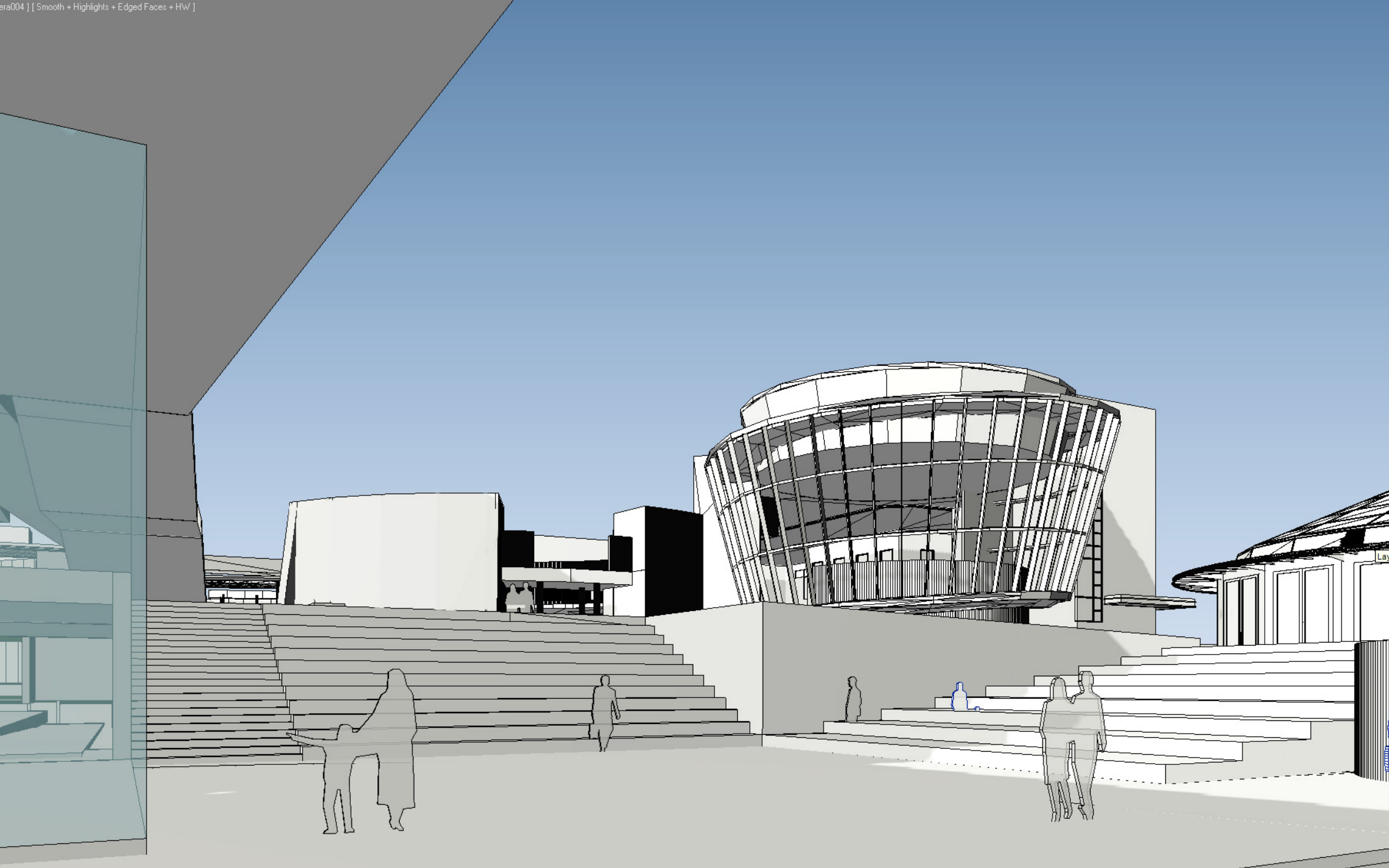


BRIDGE REPLACEMENT PLAN



EXISTING CONDITIONS VIEW FROM HOWARD STREET







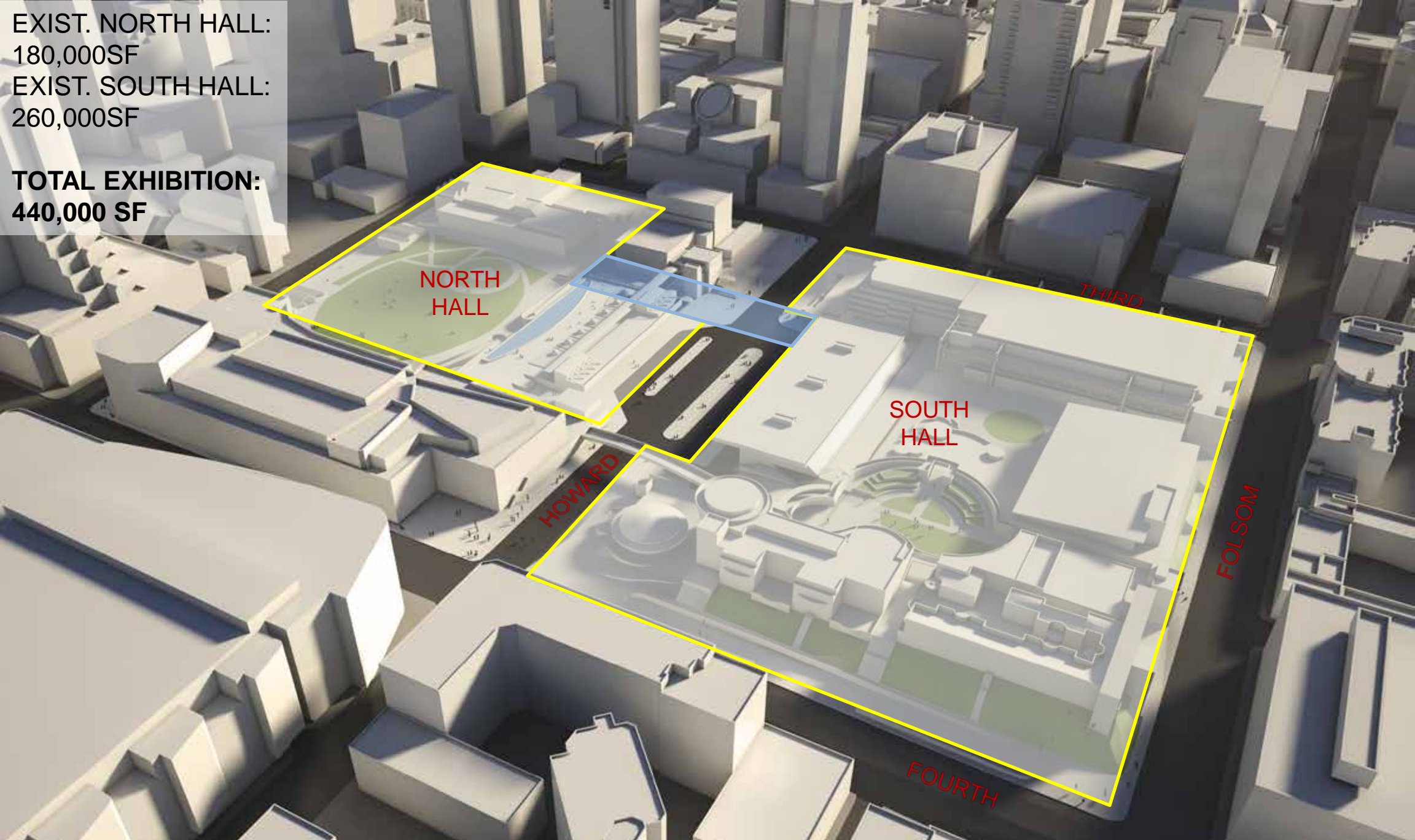
PROPOSED PLAZA PRECEDENT IMAGES

FLOOR PLANS

An aerial, high-angle view of a dense cityscape rendered in a light, monochromatic style. The buildings are represented as white, rectangular blocks of varying heights and orientations. In the center of the image, a specific area is highlighted with a green color, indicating a sports complex or park. This highlighted area includes a large, oval-shaped field, possibly a soccer field, and several surrounding rectangular structures, likely stadium seating or support buildings. The overall scene is brightly lit, with soft shadows cast by the buildings, suggesting a clear day. The text 'FLOOR PLANS' is overlaid in the center in a bold, black, sans-serif font.

EXIST. NORTH HALL:
180,000SF
EXIST. SOUTH HALL:
260,000SF

**TOTAL EXHIBITION:
440,000 SF**



NORTH
HALL

SOUTH
HALL

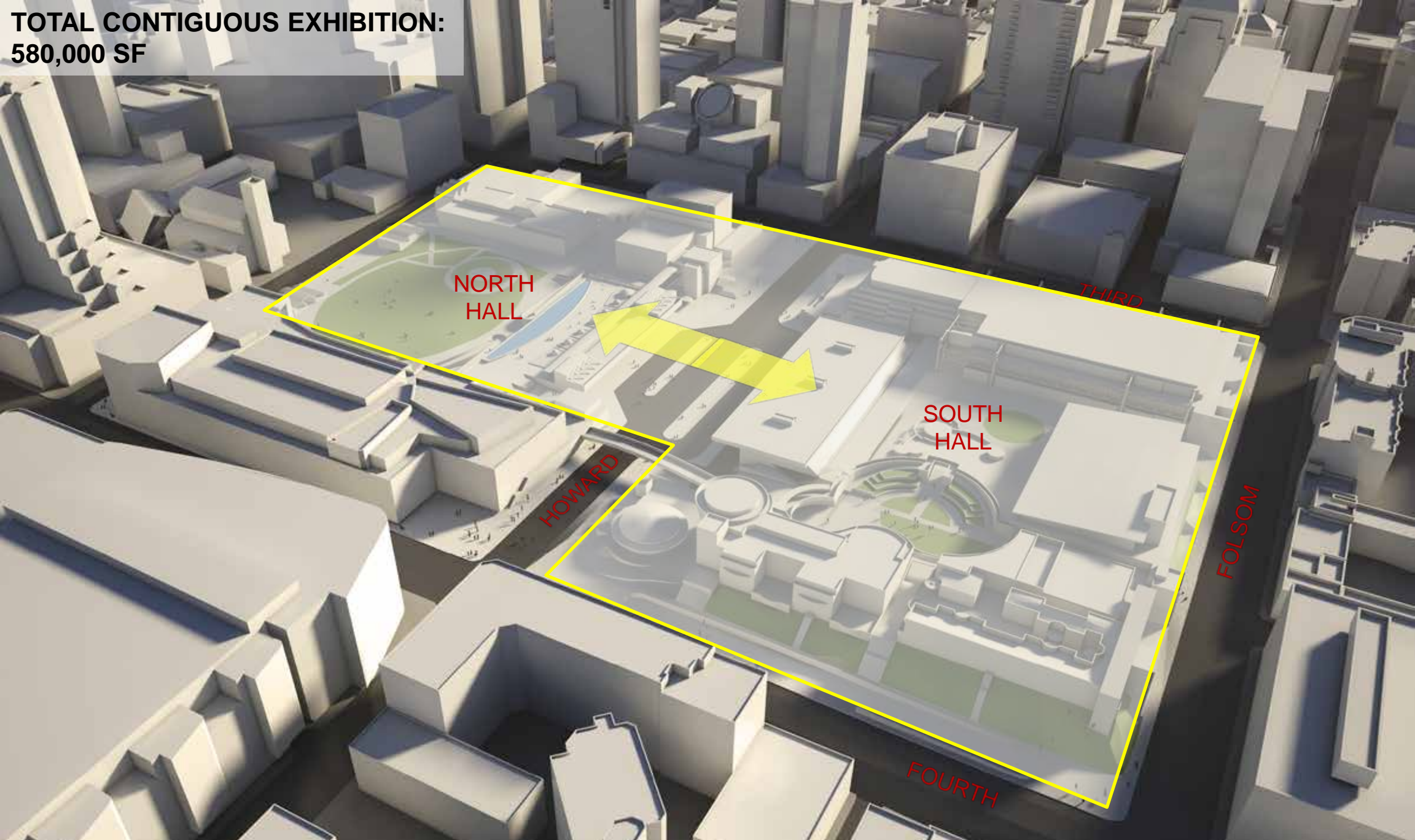
HOWARD

THIRD

FOLSOM

FOURTH

**TOTAL CONTIGUOUS EXHIBITION:
580,000 SF**



**NORTH
HALL**

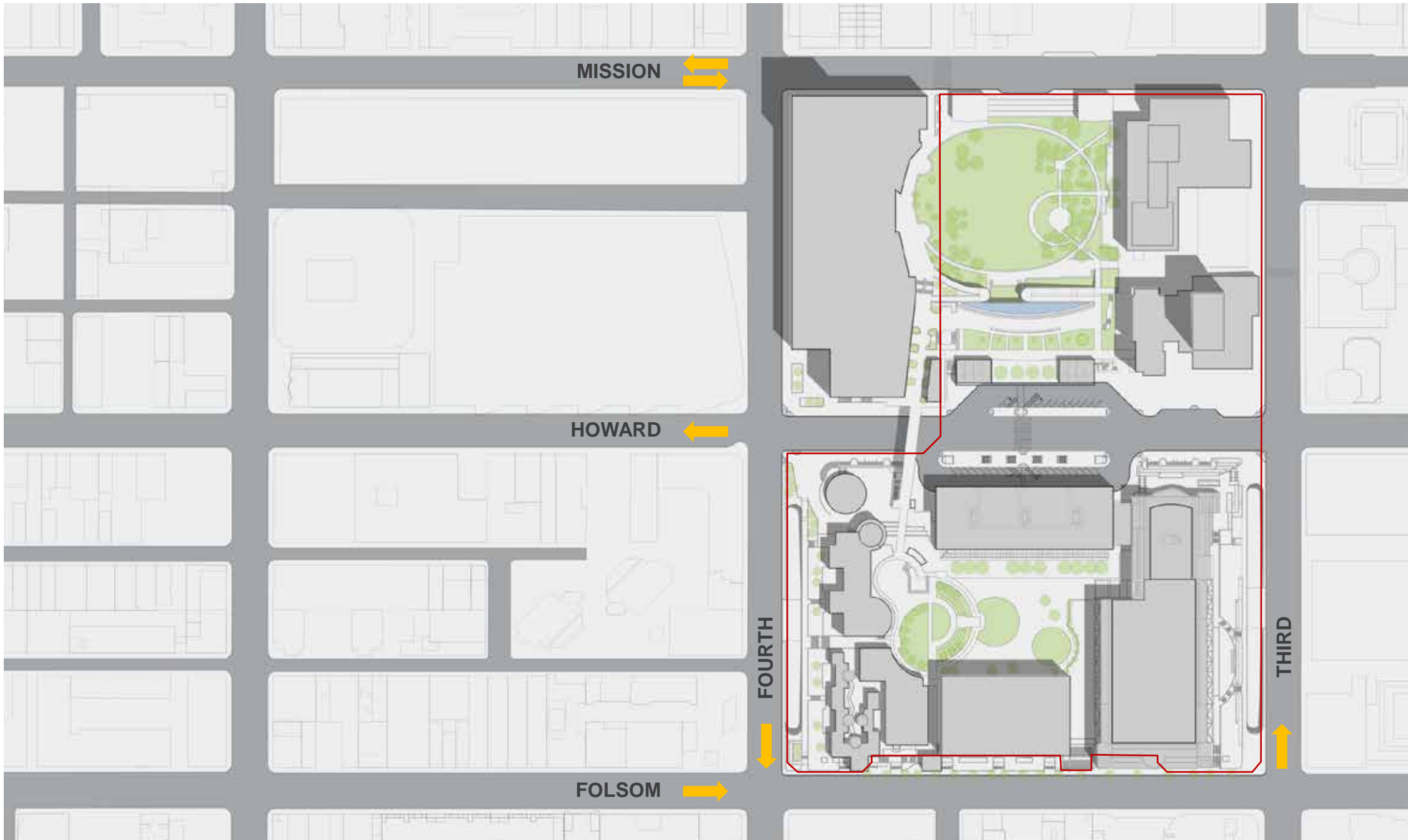
**SOUTH
HALL**

HOWARD

THIRD

FOLSOM

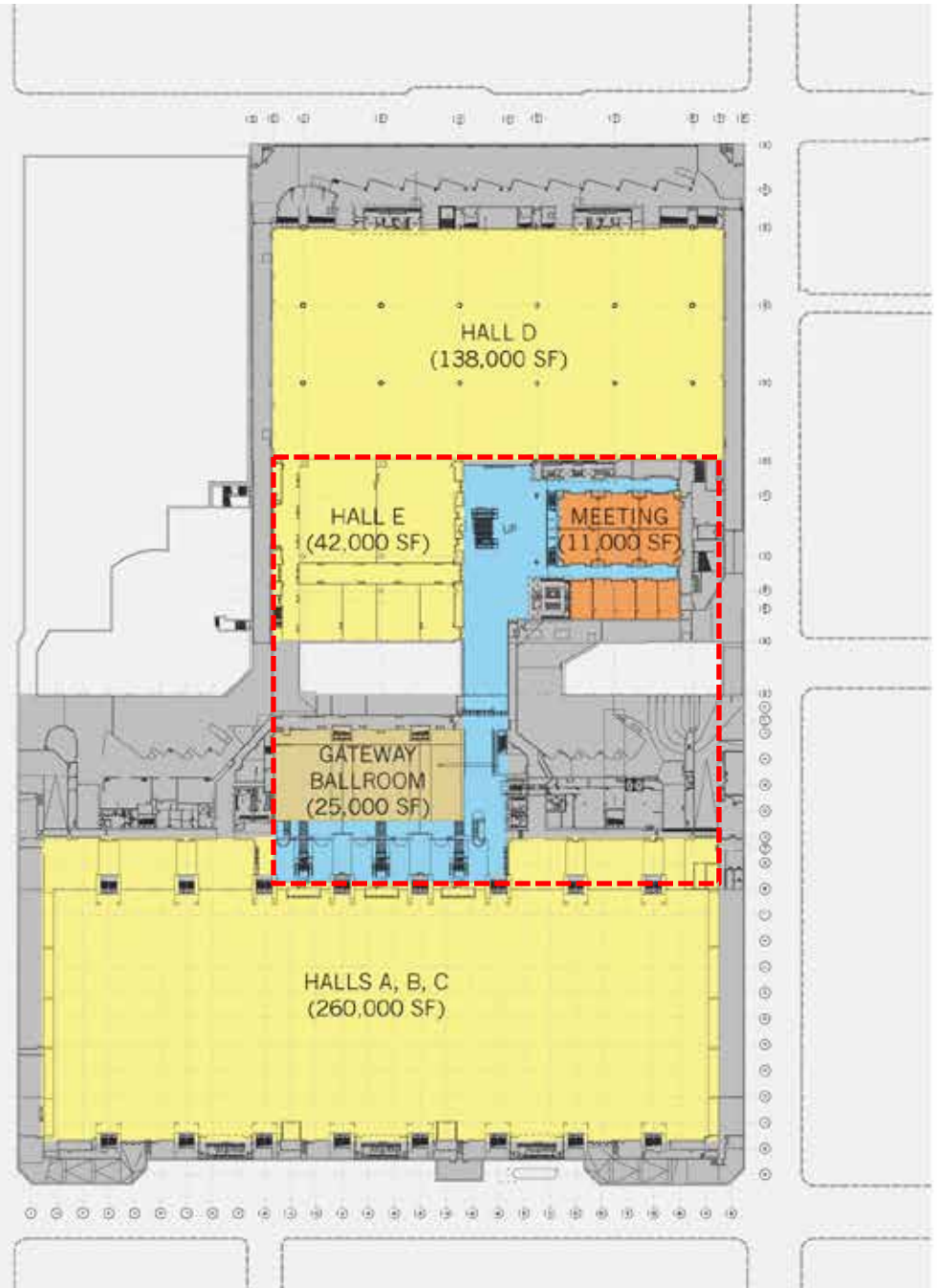
FOURTH



LEGEND

- EXHIBITION
- MEETING
- MULTIPURPOSE
- RETAIL
- OUTDOOR OPEN SPACE
- LOBBY / PRE-FUNCTION / V. CIRCULATION
- BACK OF HOUSE SUPPORT

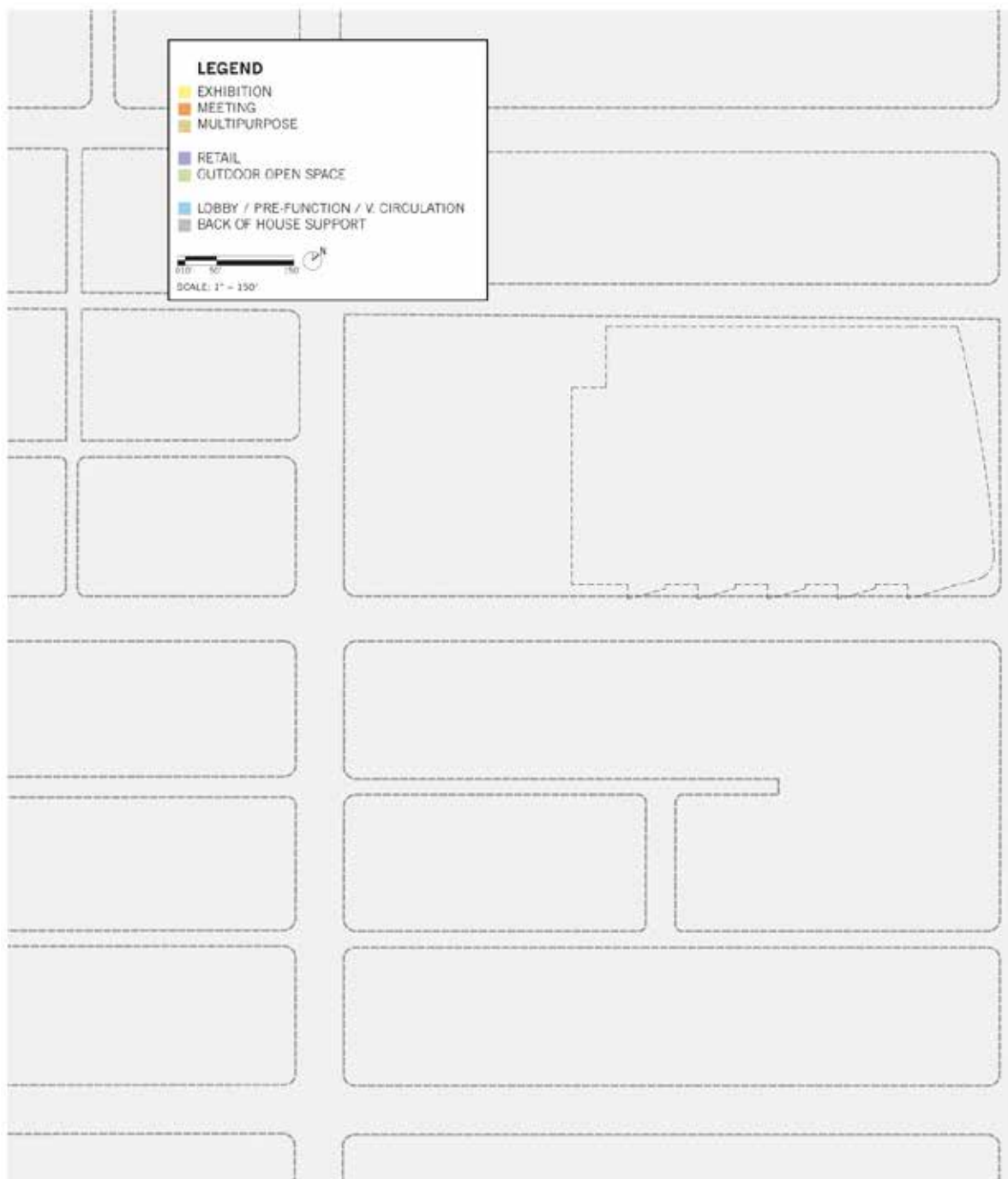
SCALE: 1" = 150'



LEGEND

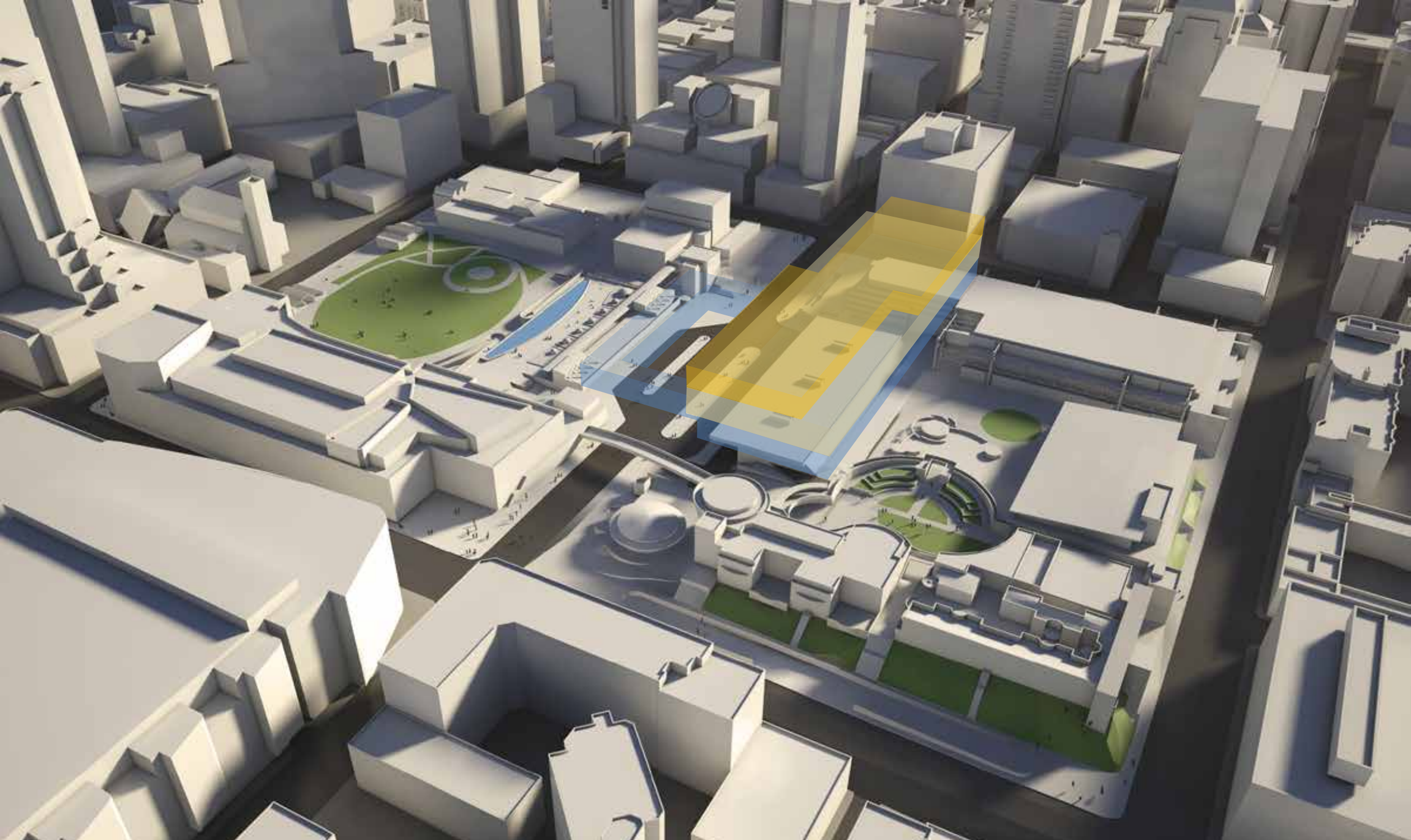
- EXHIBITION
- MEETING
- MULTIPURPOSE
- RETAIL
- OUTDOOR OPEN SPACE
- LOBBY / PRE-FUNCTION / V. CIRCULATION
- BACK OF HOUSE SUPPORT

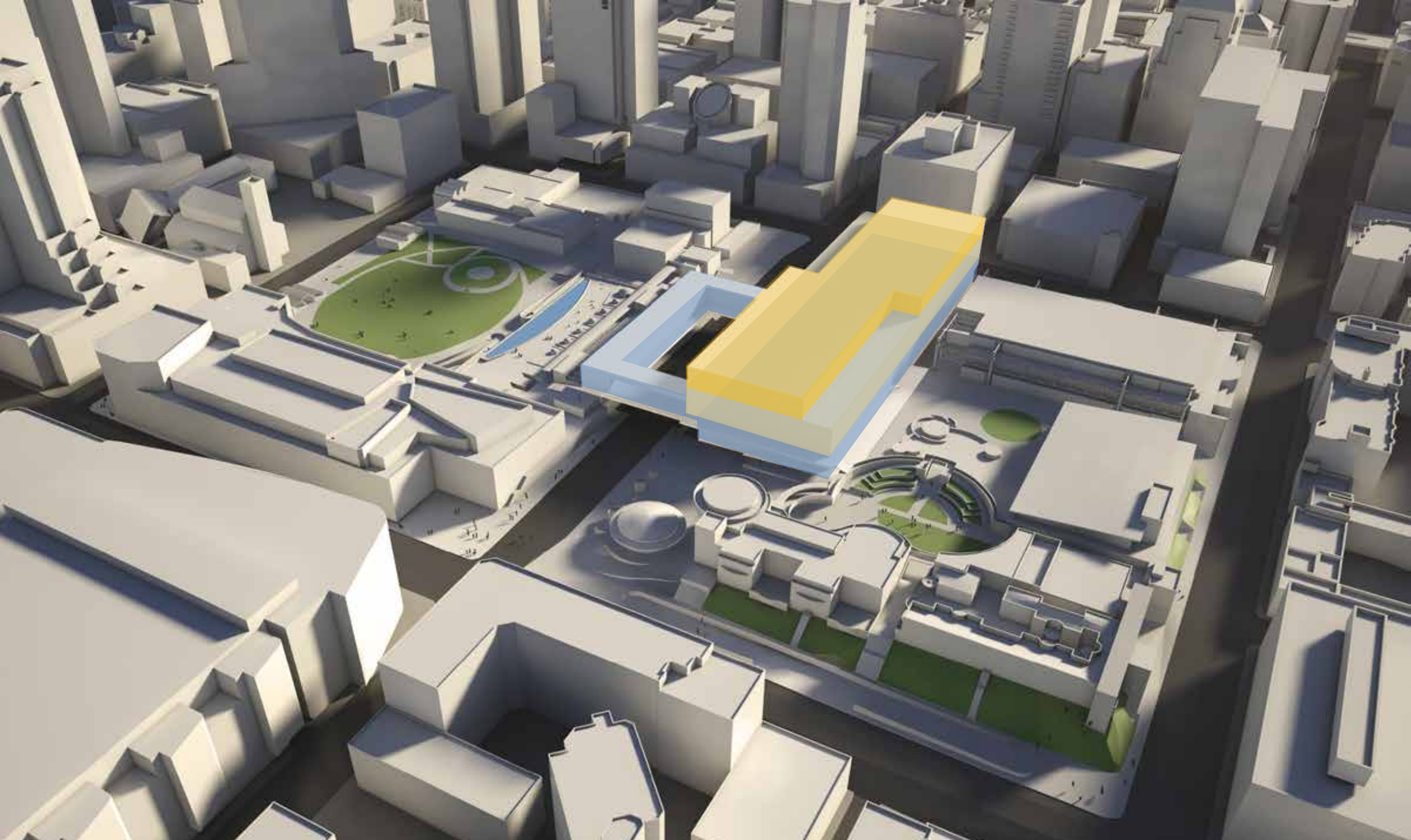
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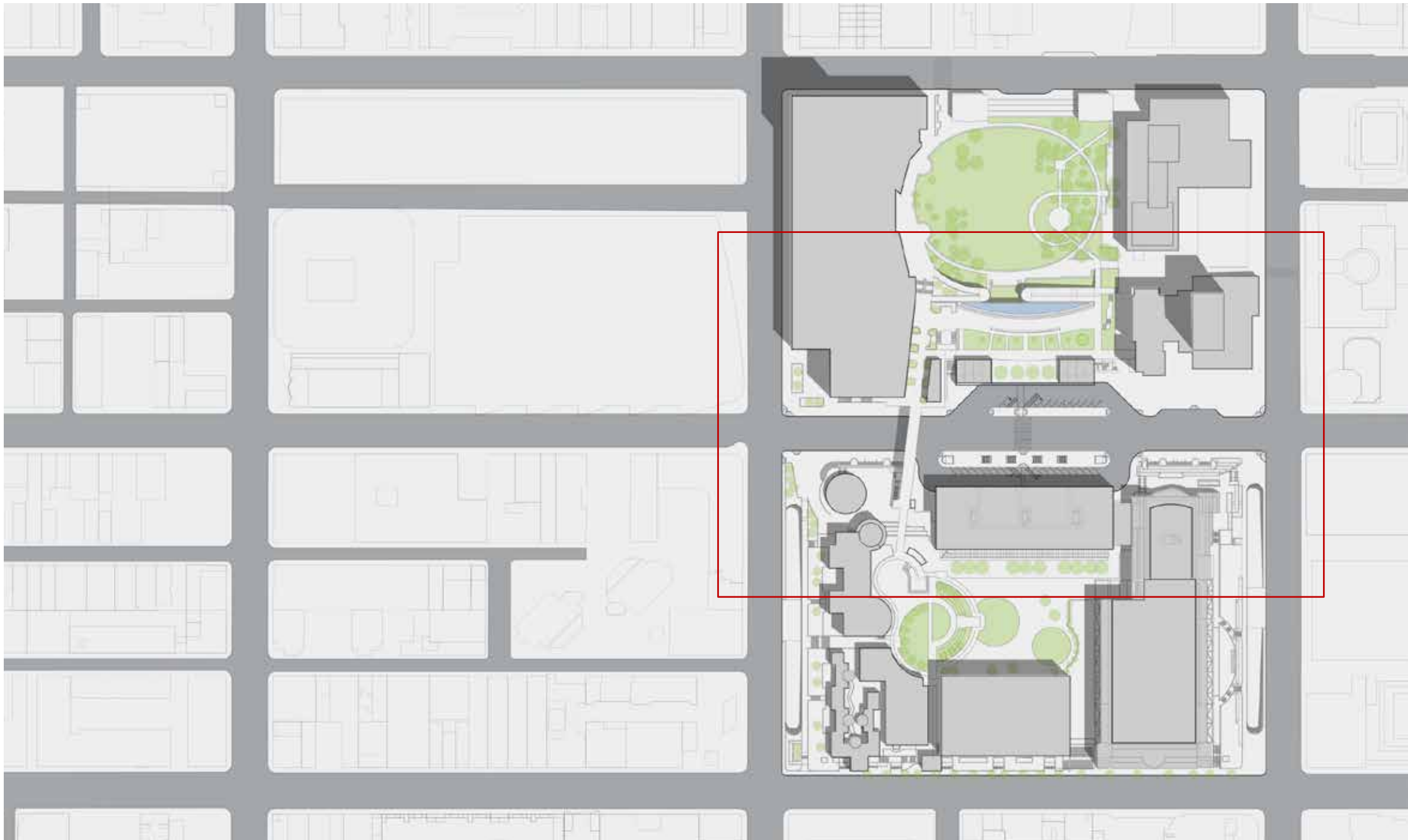


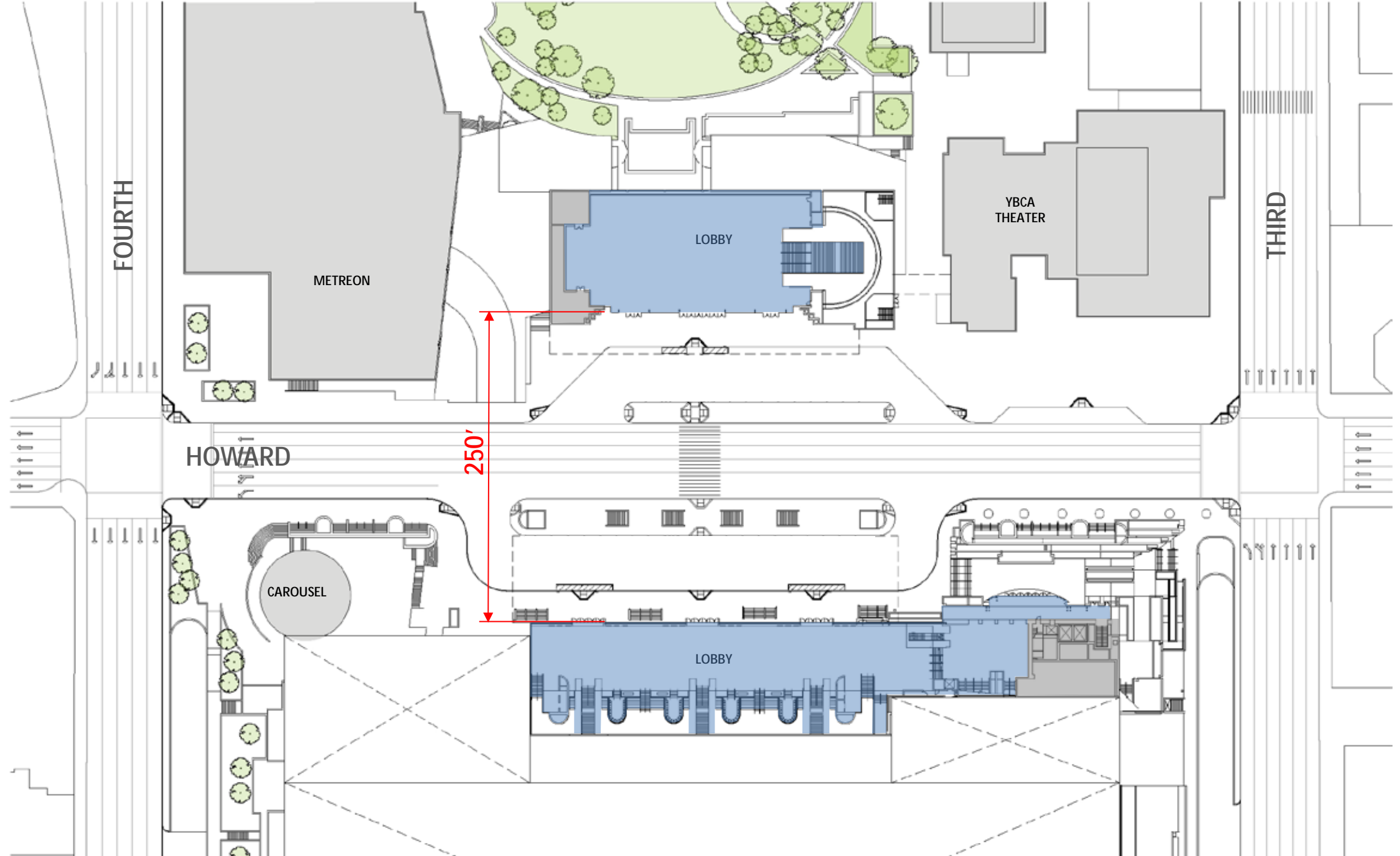
PROPOSED LOWER LEVEL PLAN

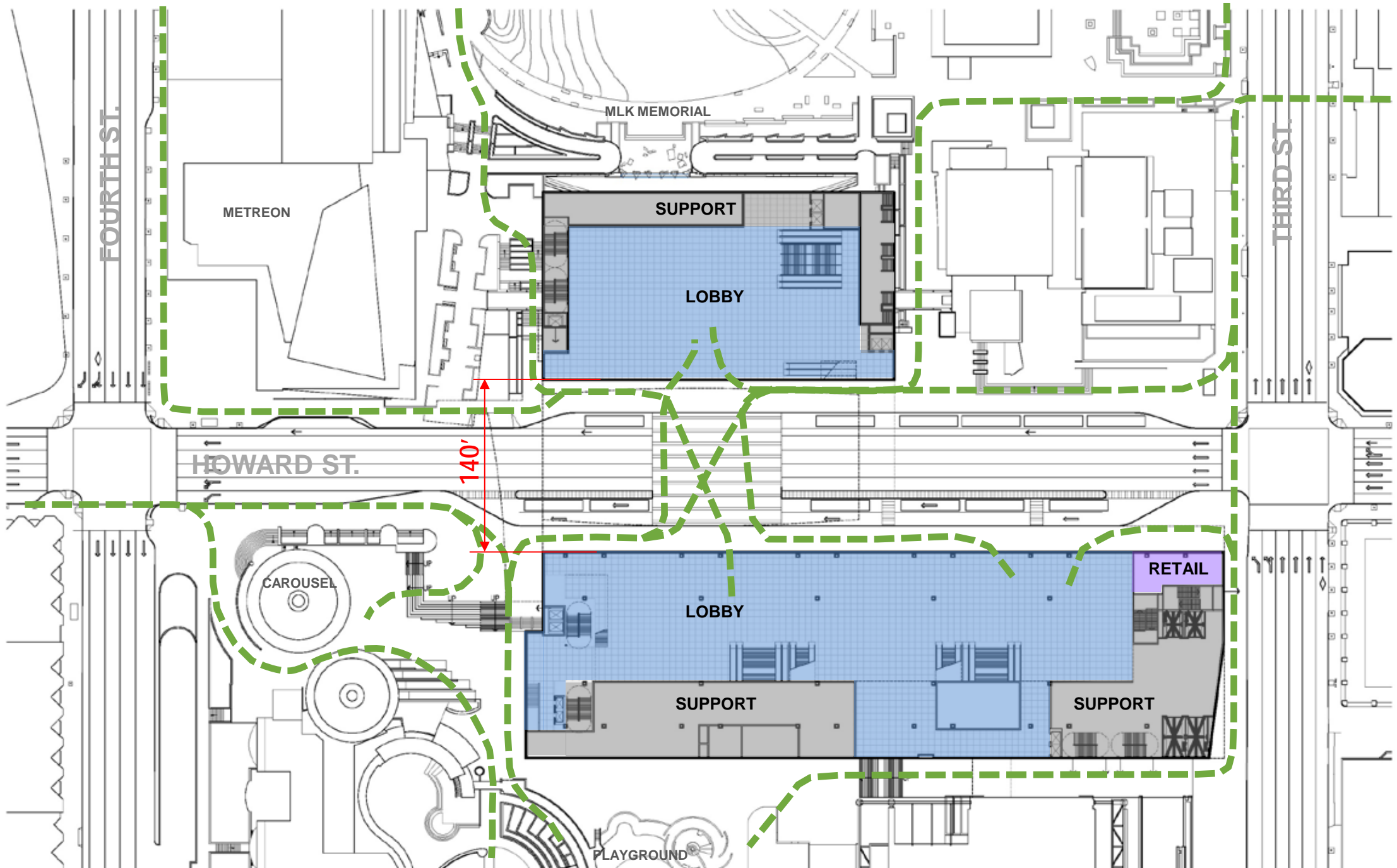




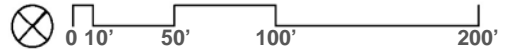




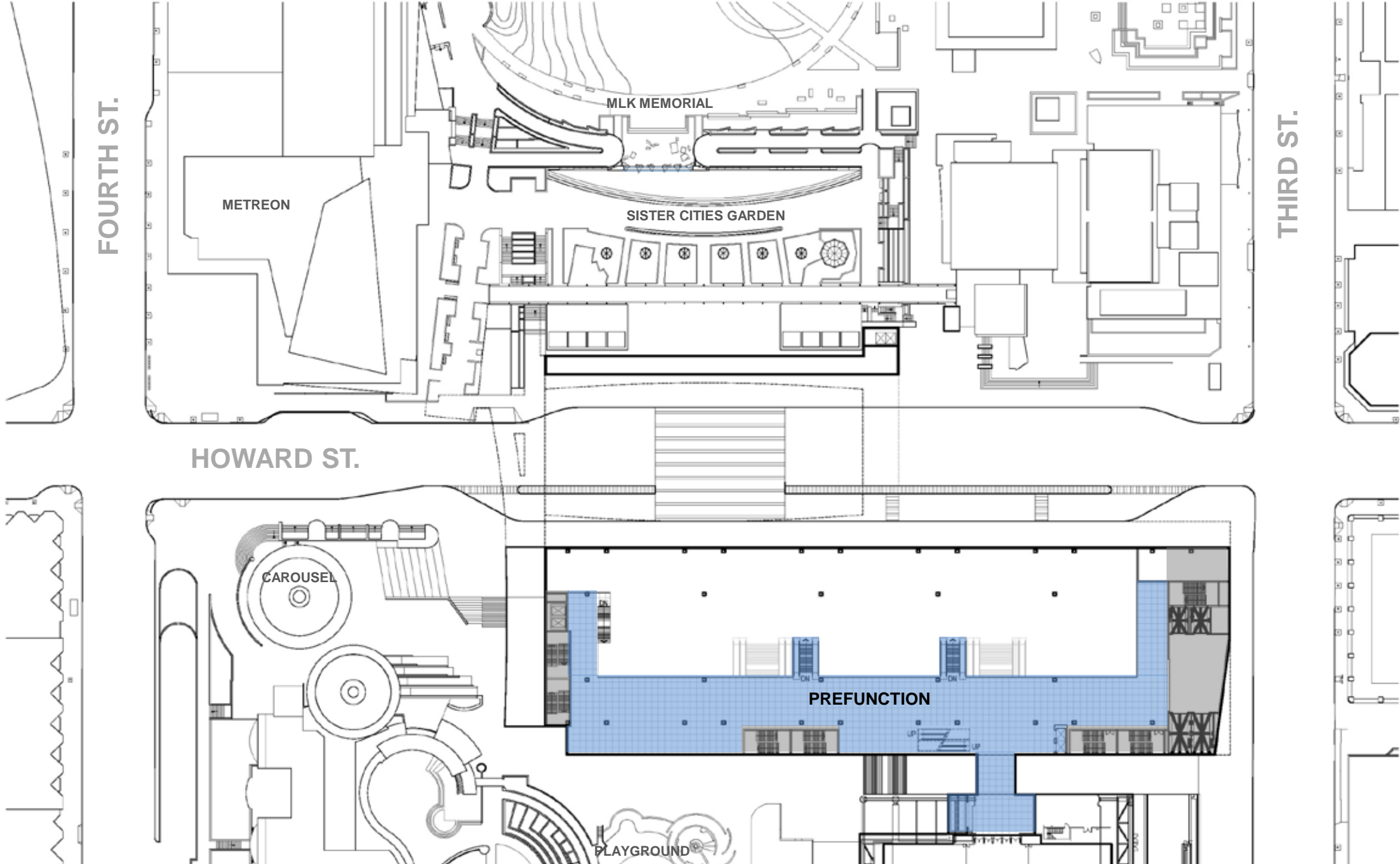




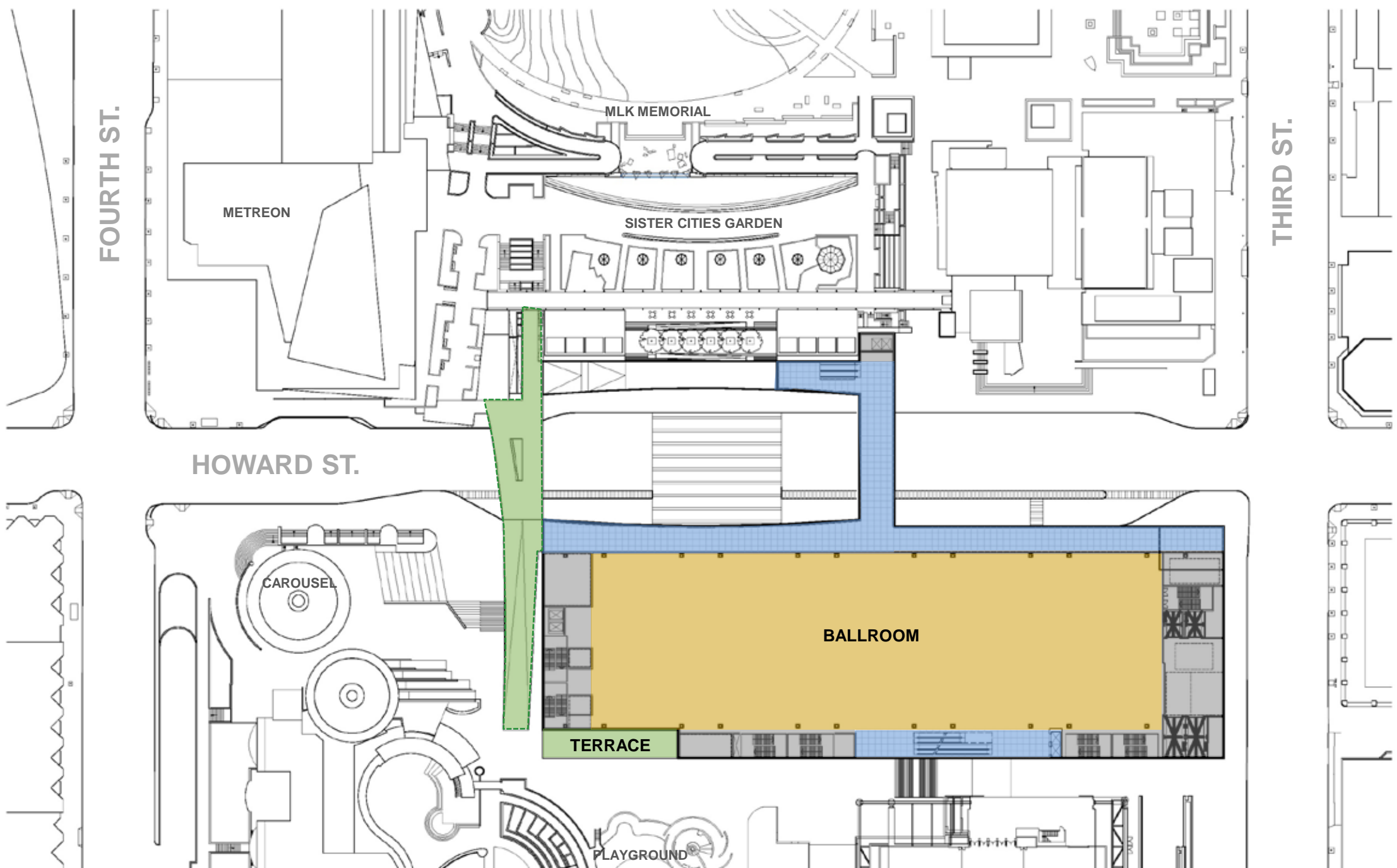
PROPOSED STREET LEVEL PLAN







PROPOSED FIRST MEZZANINE LEVEL PLAN



PROPOSED SECOND LEVEL PLAN



FOURTH ST.

THIRD ST.

METREON

MLK MEMORIAL

SISTER CITIES GARDEN

HOWARD ST.

CAROUSEL

TERRACE

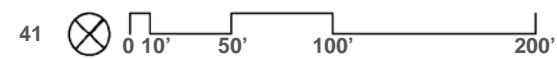
MEETING

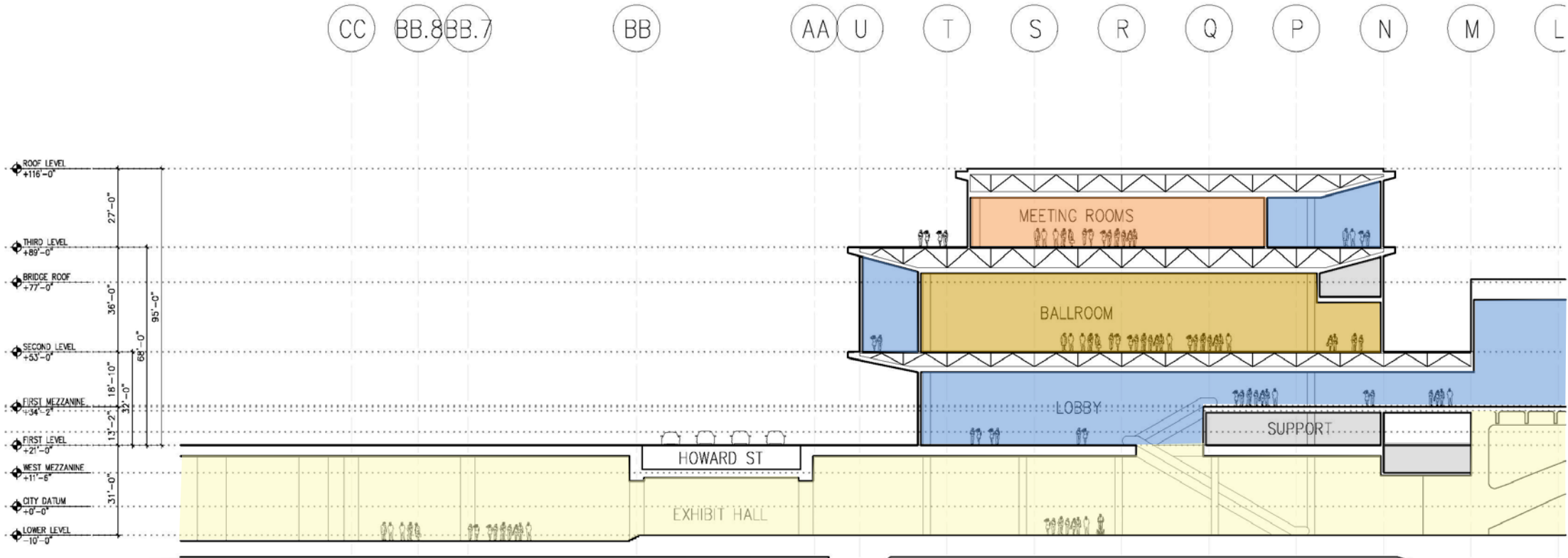
MEETING

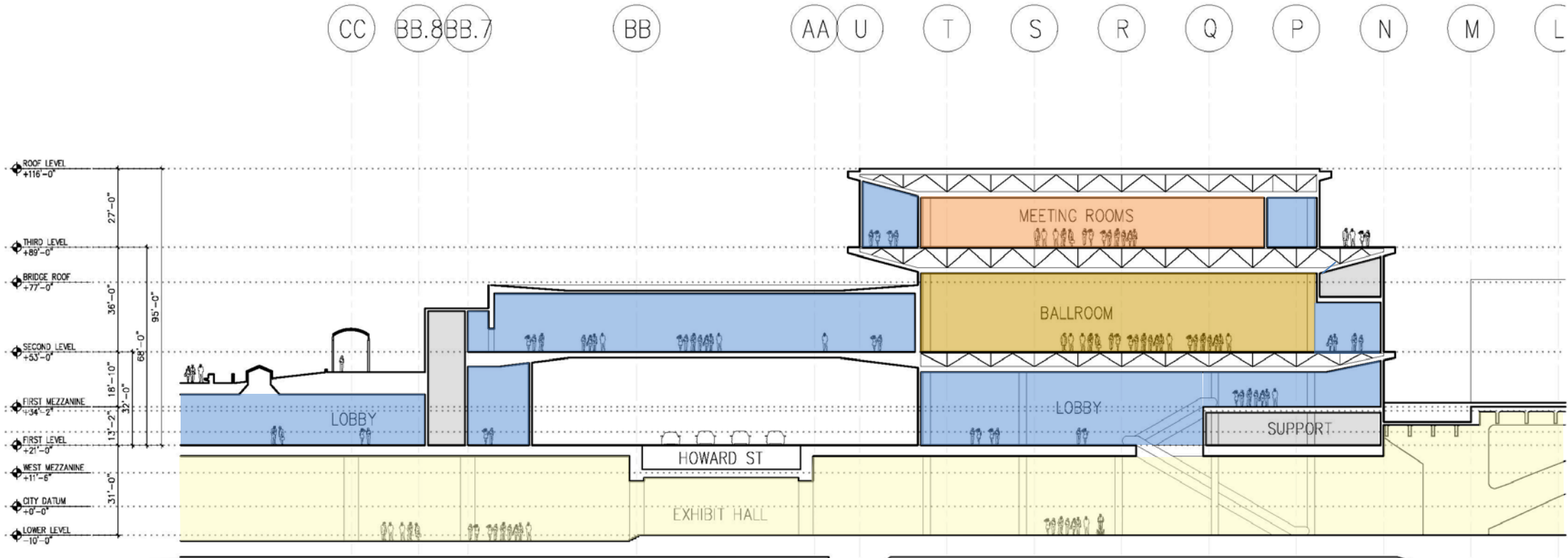
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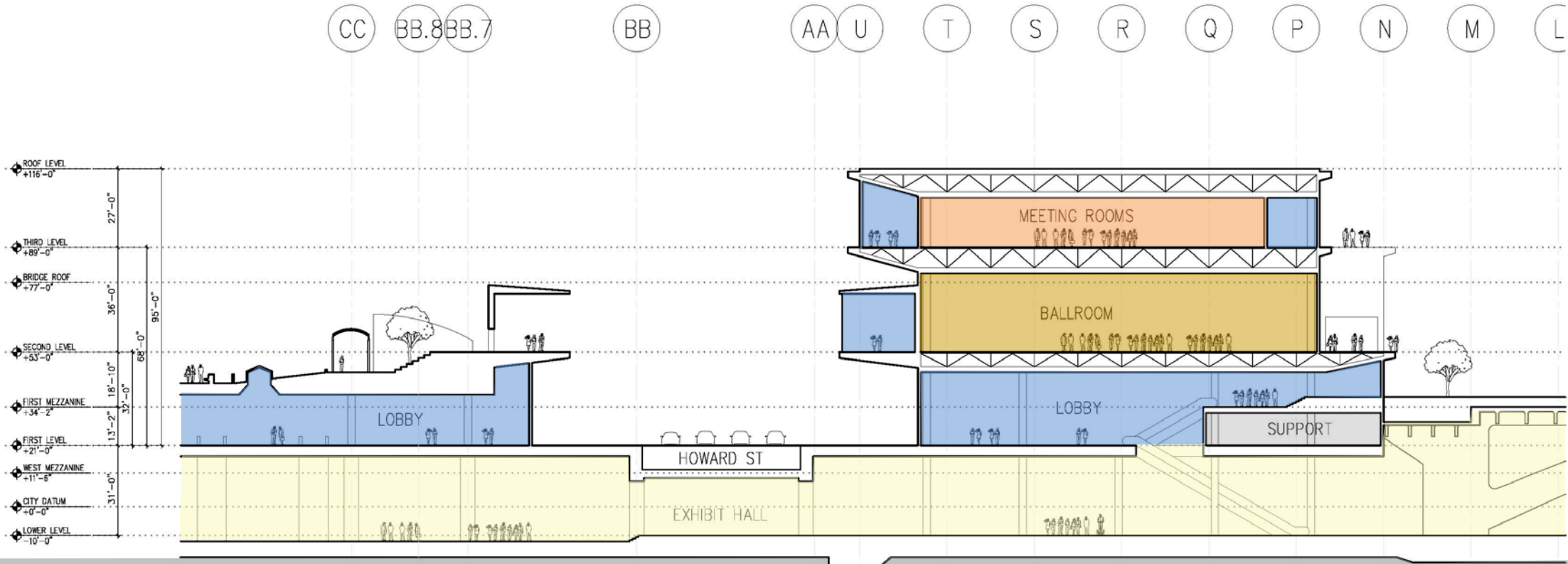
PLAYGROUND

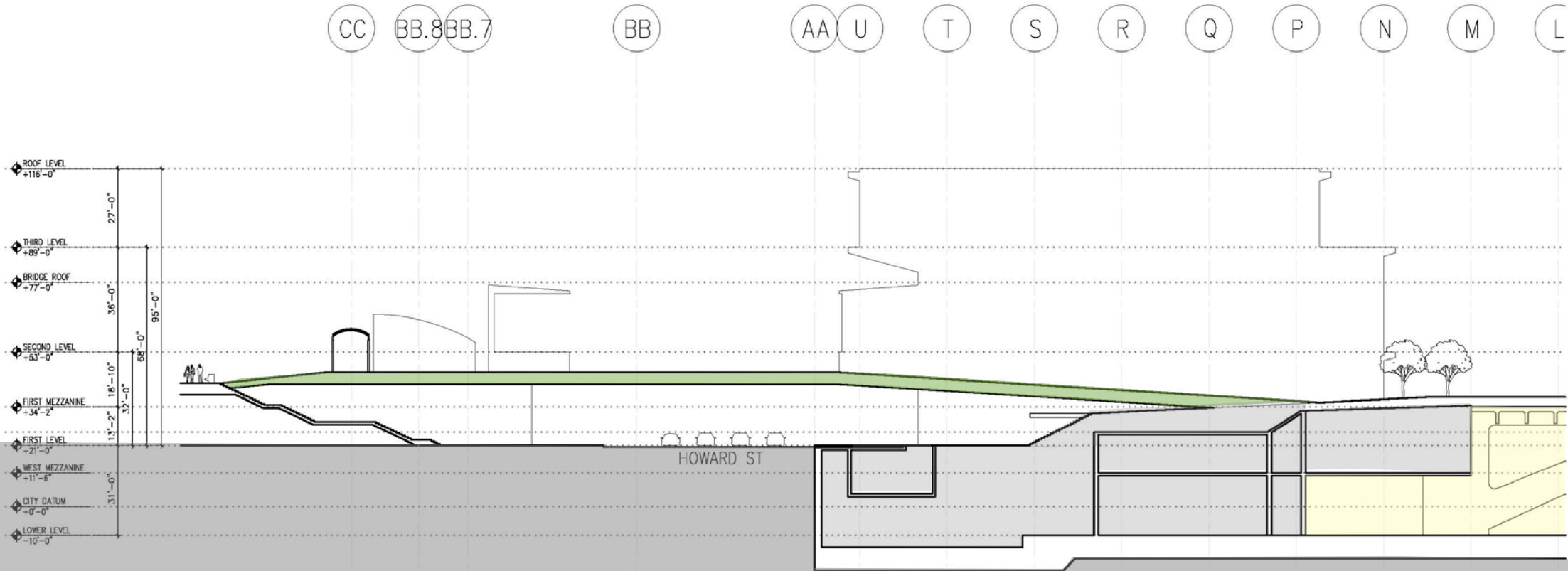
PROPOSED THIRD LEVEL PLAN











An aerial, high-angle view of a city's urban grid. The buildings are represented as white, semi-transparent architectural models, showing their footprints and heights. The perspective is from a high vantage point, looking down and slightly across the city. The lighting is bright, casting soft shadows. In the center of the image, the text 'HOWARD STREET PORTICO STUDIES' is overlaid in a large, bold, black font. The text is centered horizontally and vertically. The background shows a dense urban environment with various building shapes and sizes, including some taller skyscrapers in the distance. The overall tone is clean and architectural.

**HOWARD STREET
PORTICO STUDIES**

FOURTH ST.

THIRD ST.

METREON

MLK MEMORIAL

SISTER CITIES GARDEN

MULTI-PURPOSE SPACE

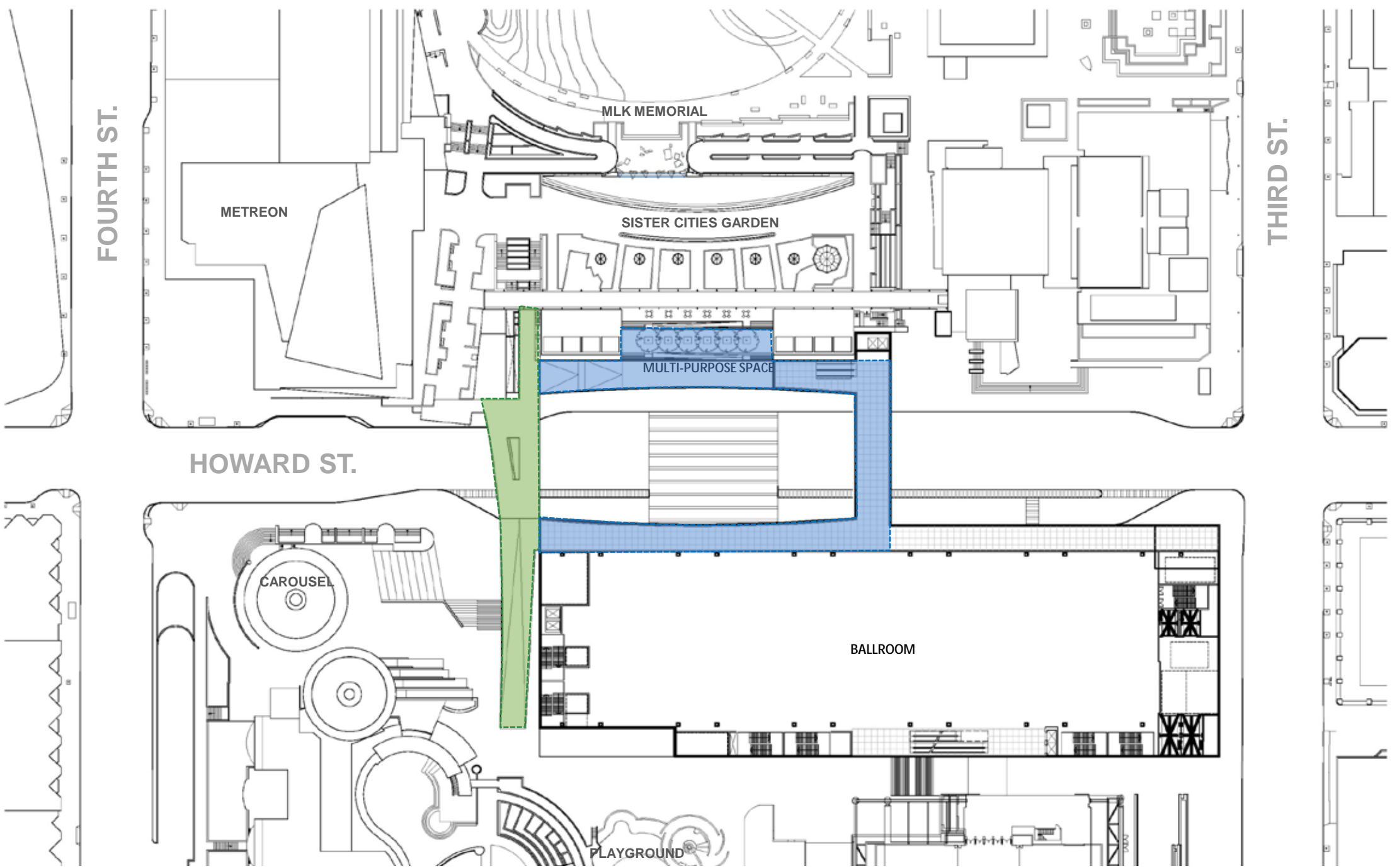
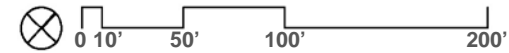
HOWARD ST.

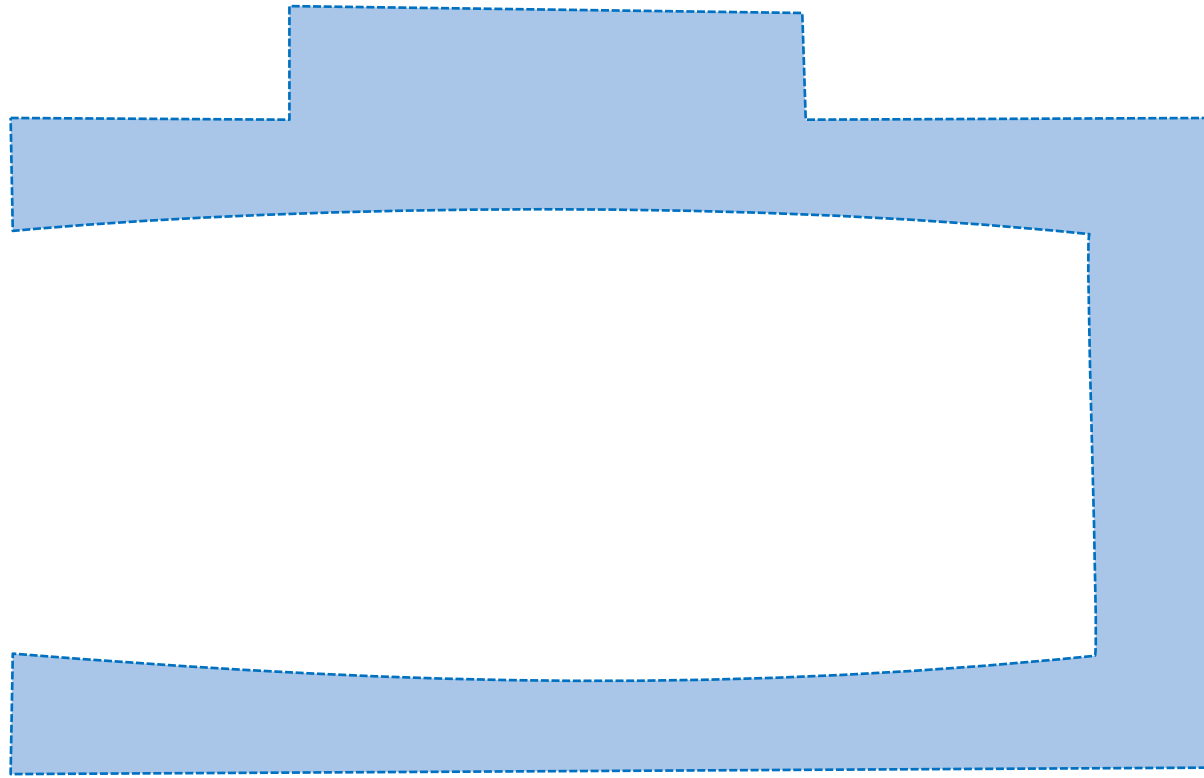
CAROUSEL

BALLROOM

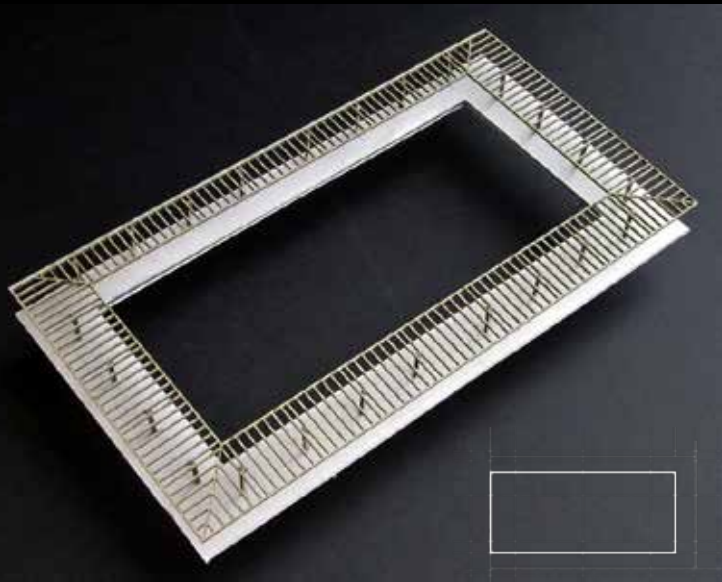
PLAYGROUND

HOWARD ST. PLAZA PORTICO

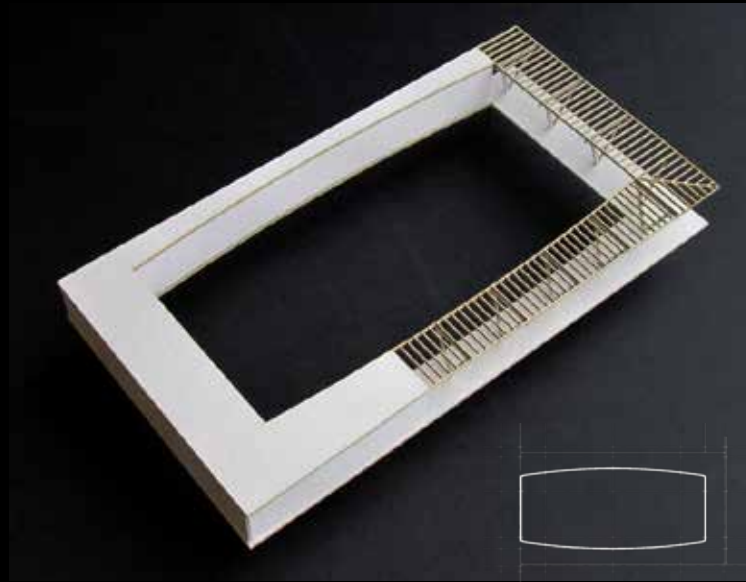




HOWARD ST. PLAZA PORTICO



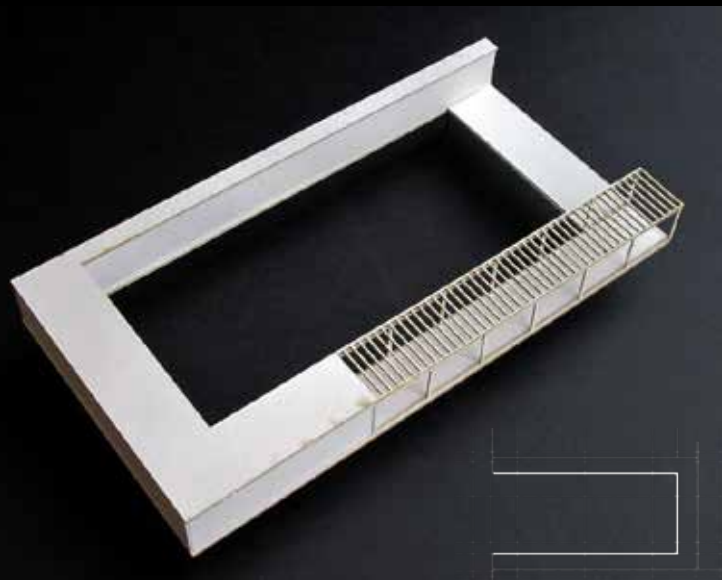
NO INFLECTION, ENCLOSED



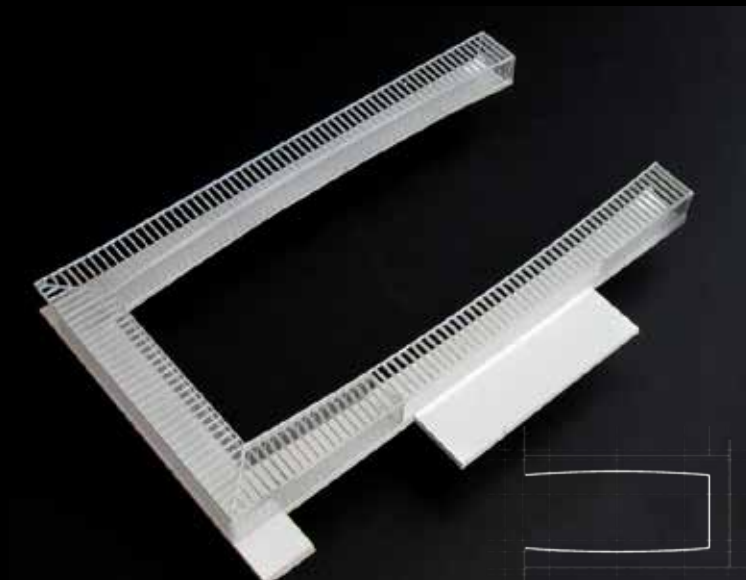
NORTH/SOUTH INFLECTED, ENCLOSED



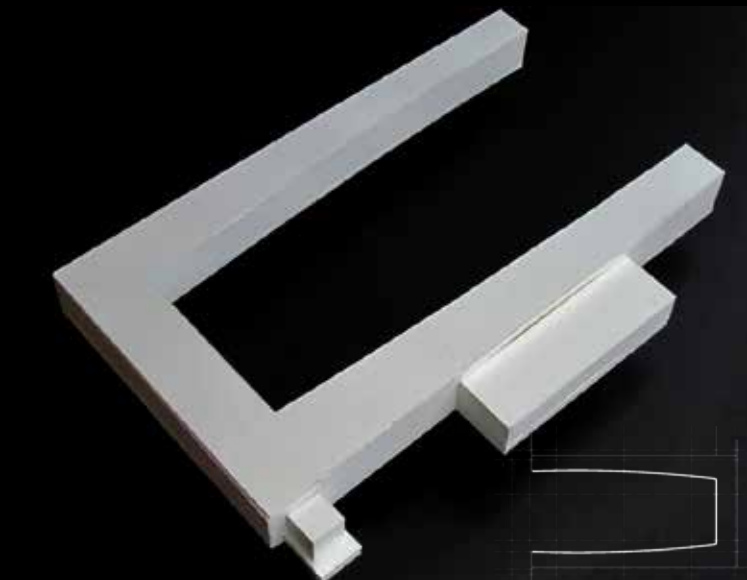
ALL SIDES INFLECTED, ENCLOSED



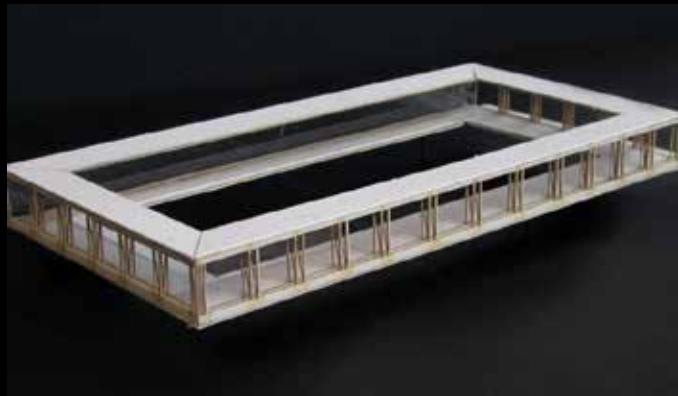
NO INFLECTION, OPEN



NORTH/SOUTH INFLECTED, OPEN



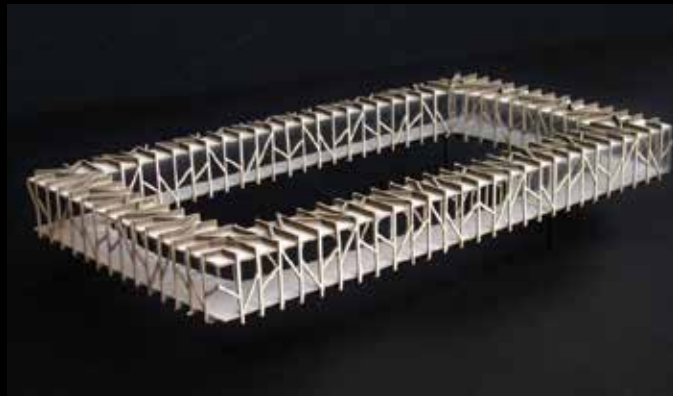
NORTH/SOUTH SPLAYED INFLECTION, OPEN



C CHANNEL, LOGGIA



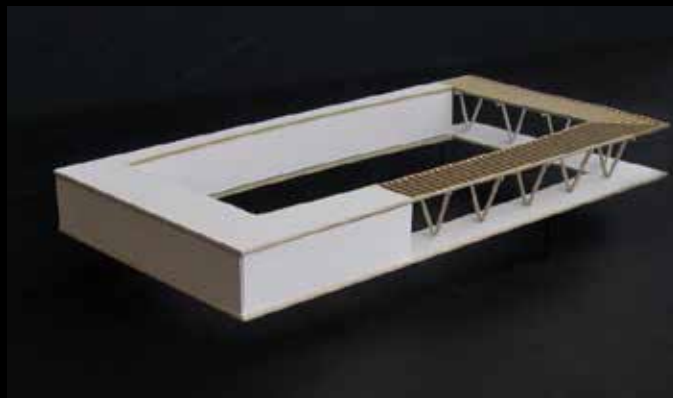
VIERENDEEL TRUSS, ORTHOGONAL RHYTHM



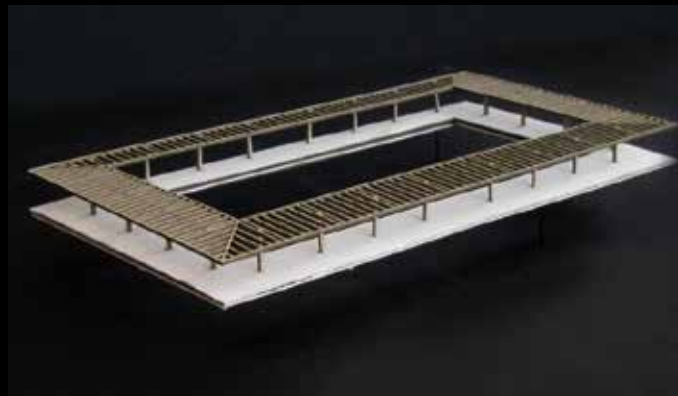
TUBE, HOMOGENEOUS PATTERN



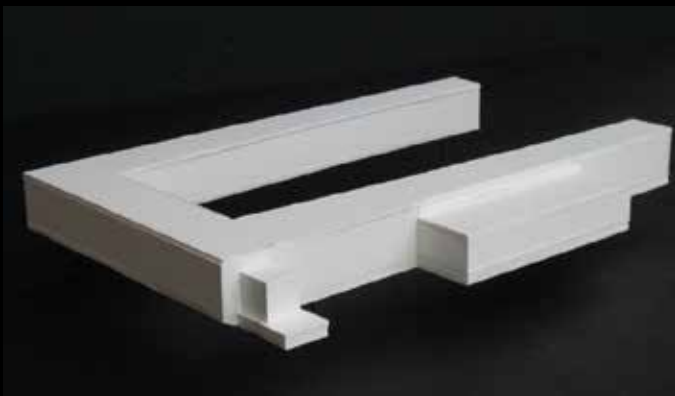
BOX BEAM, LIGHT CANOPY



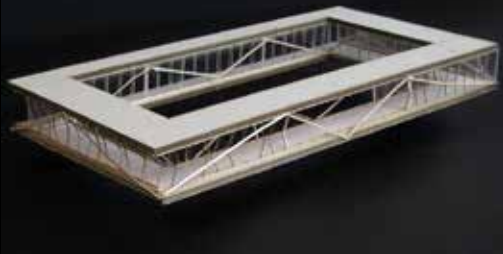
GIRDER, LIGHT V CANOPY



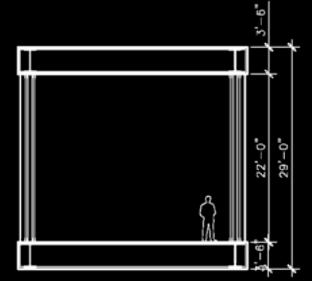
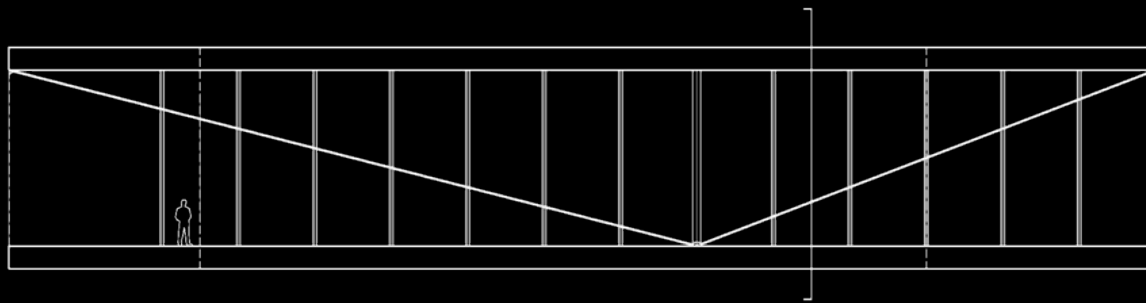
GIRDER, LIGHT T CANOPY



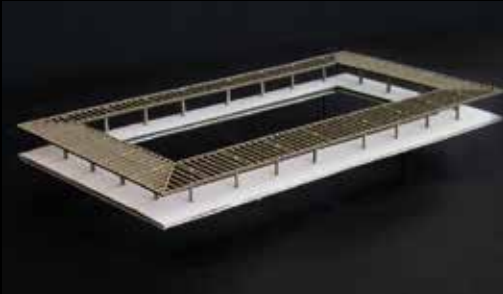
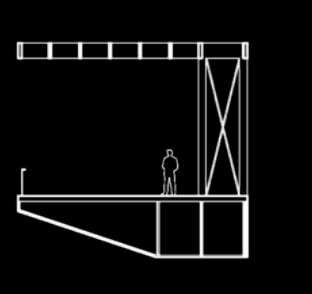
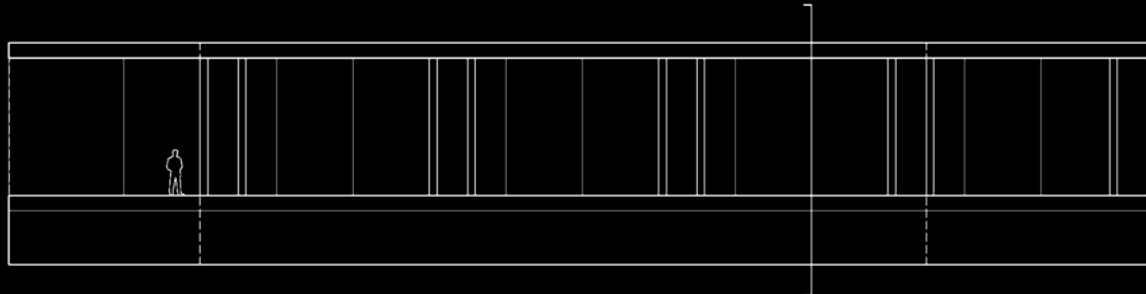
KING POST TRUSS, DIAGONAL CABLES



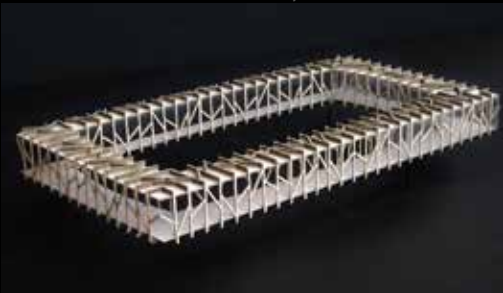
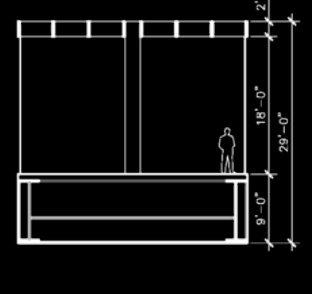
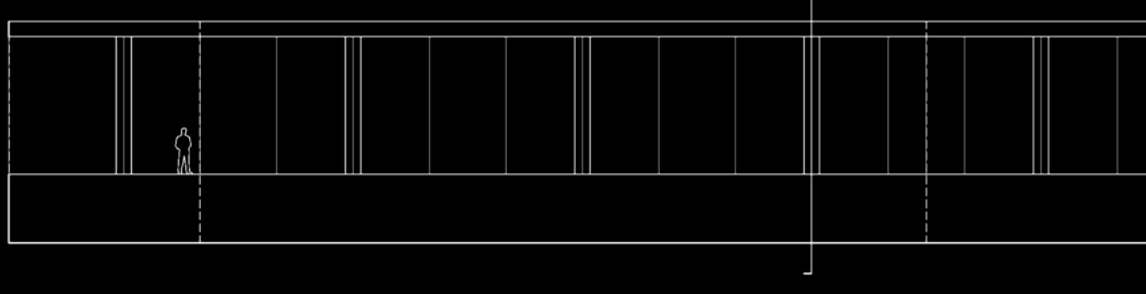
KING POST TRUSS, DIAGONAL CABLES



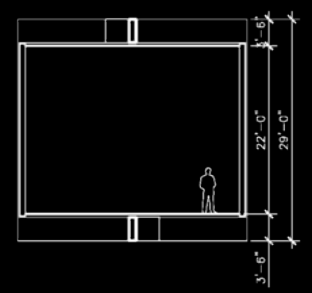
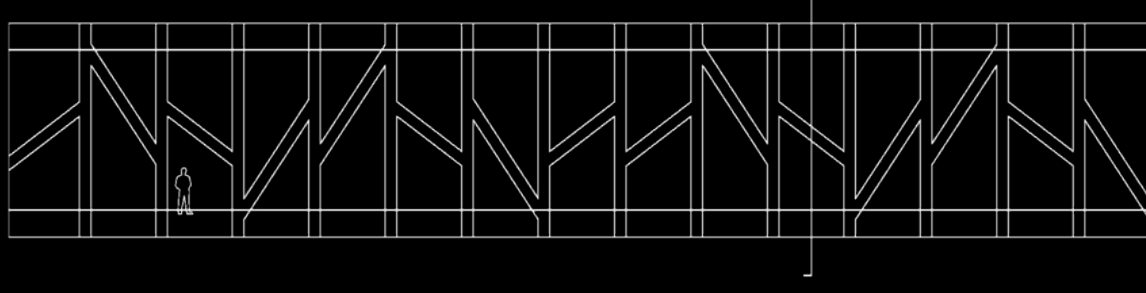
C CHANNEL, LOGGIA

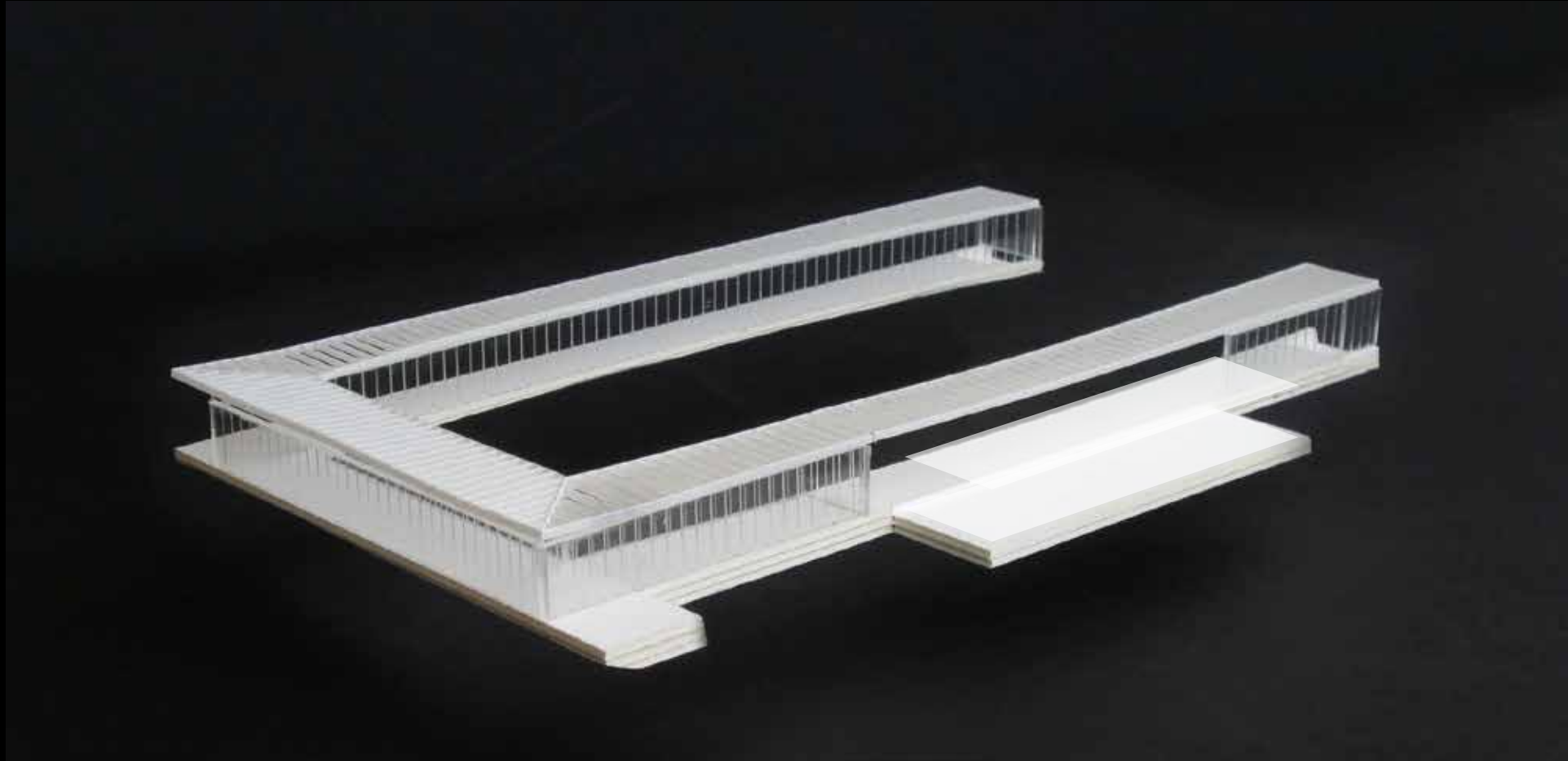
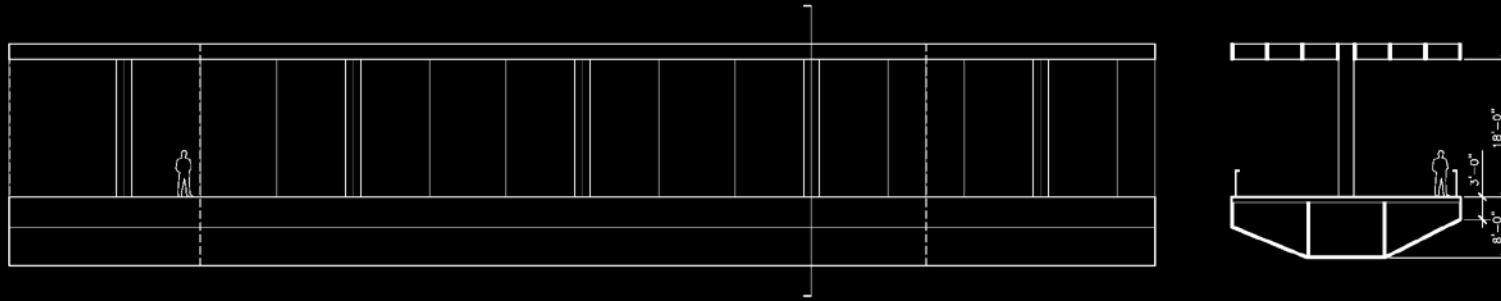


GIRDER, LIGHT T CANOPY



TUBE, HOMOGENOUS PATTERN

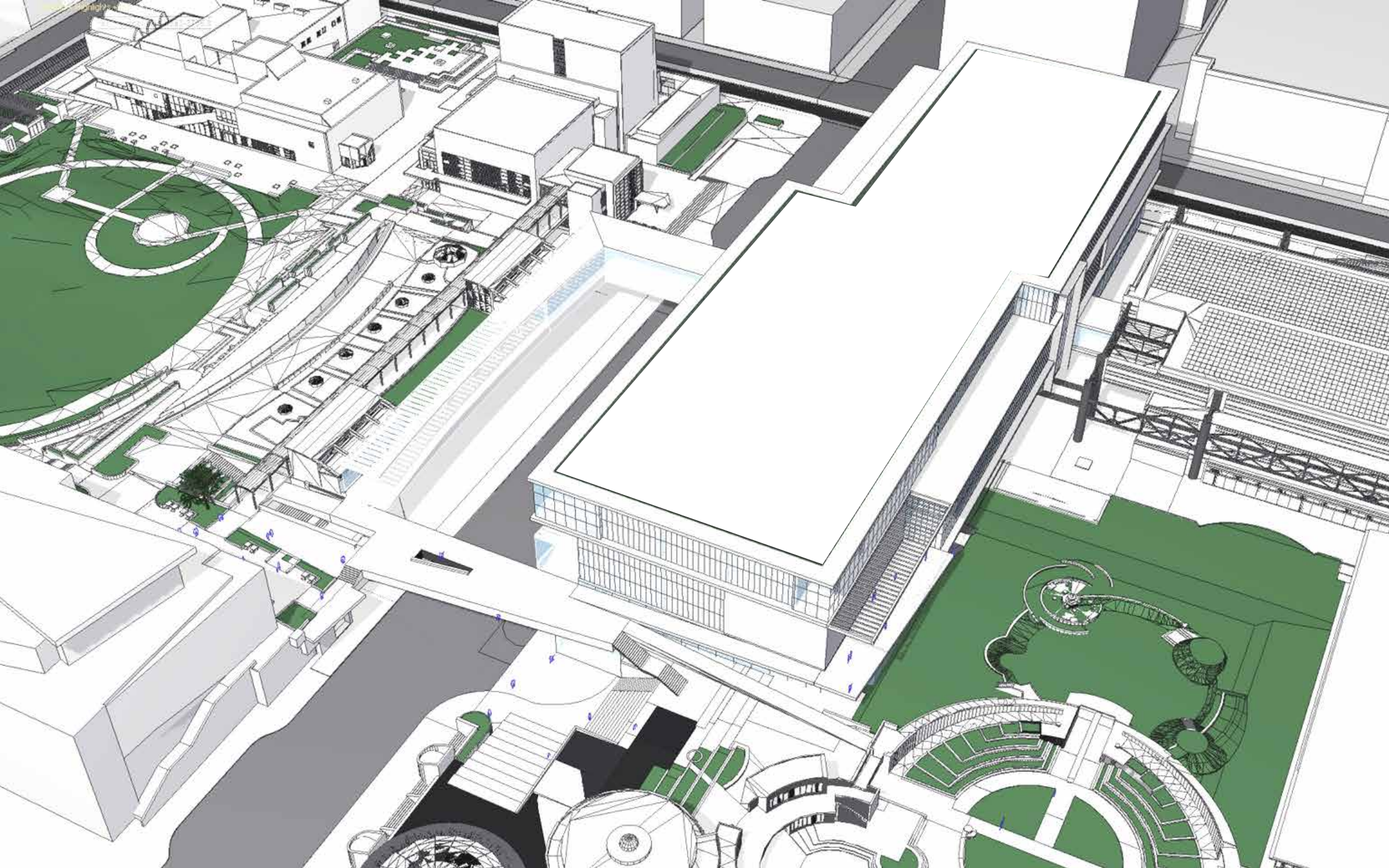


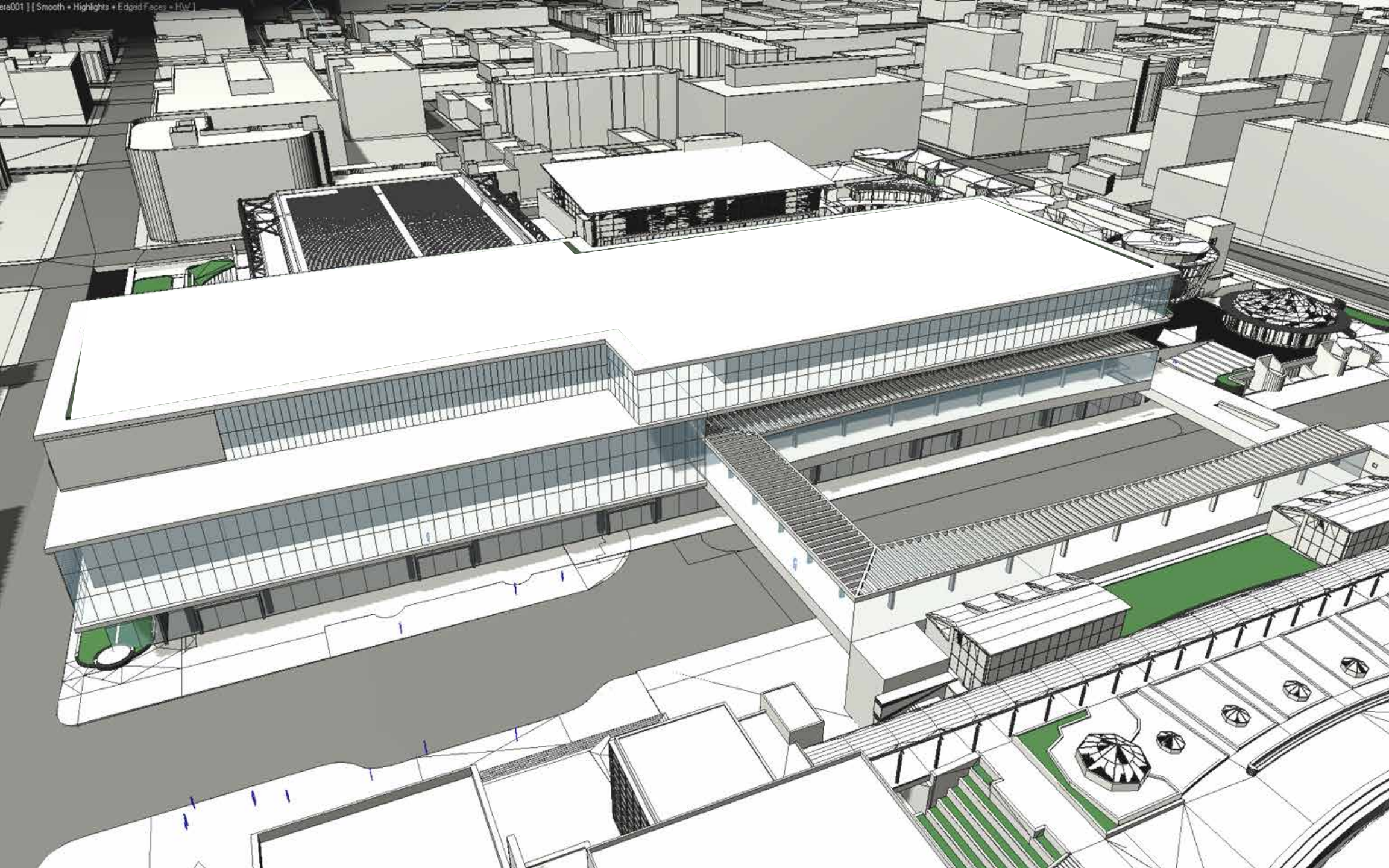


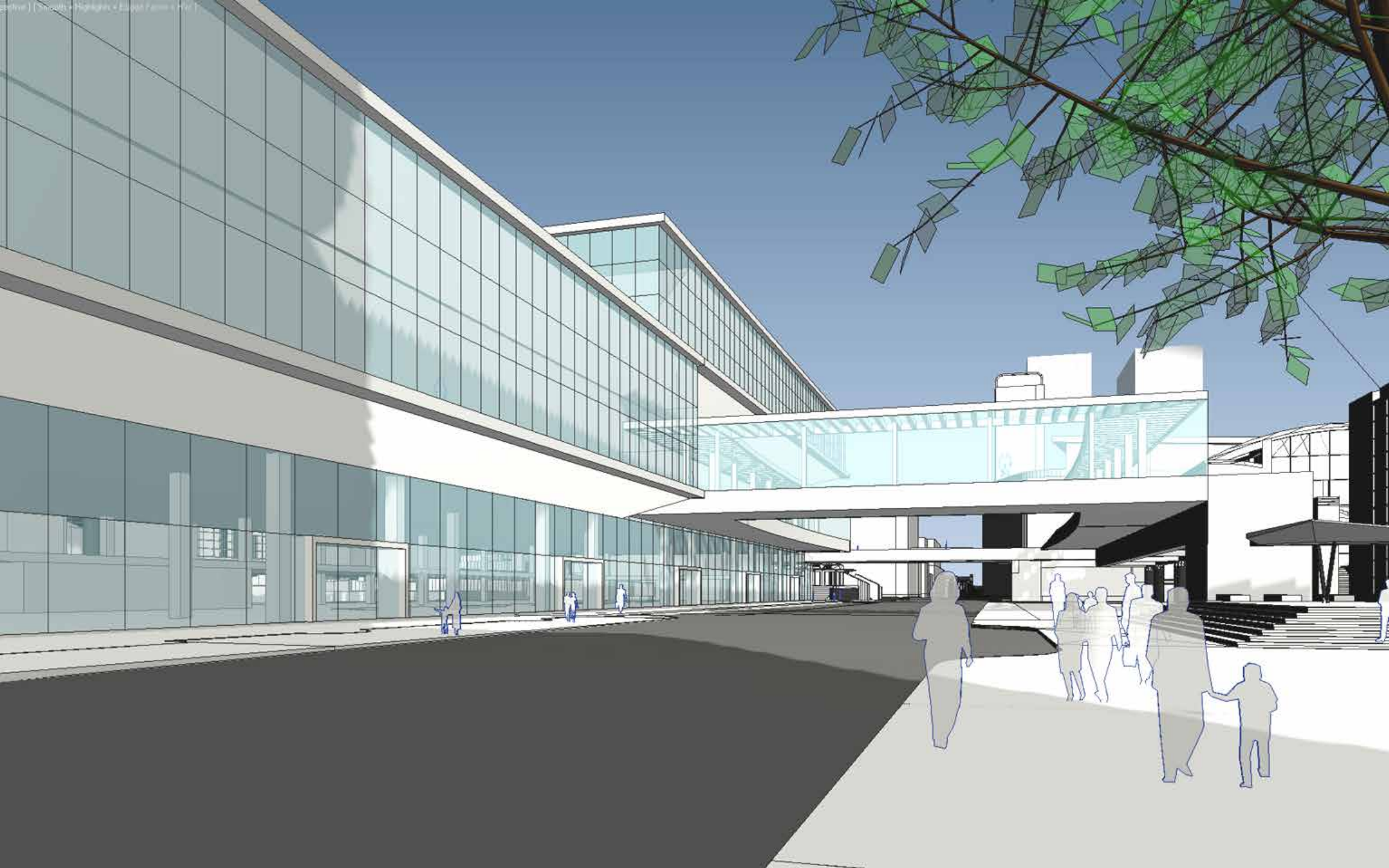
BOX BEAM, LIGHT CANOPY, NORTH/SOUTH INFLECTED, OPEN FORM

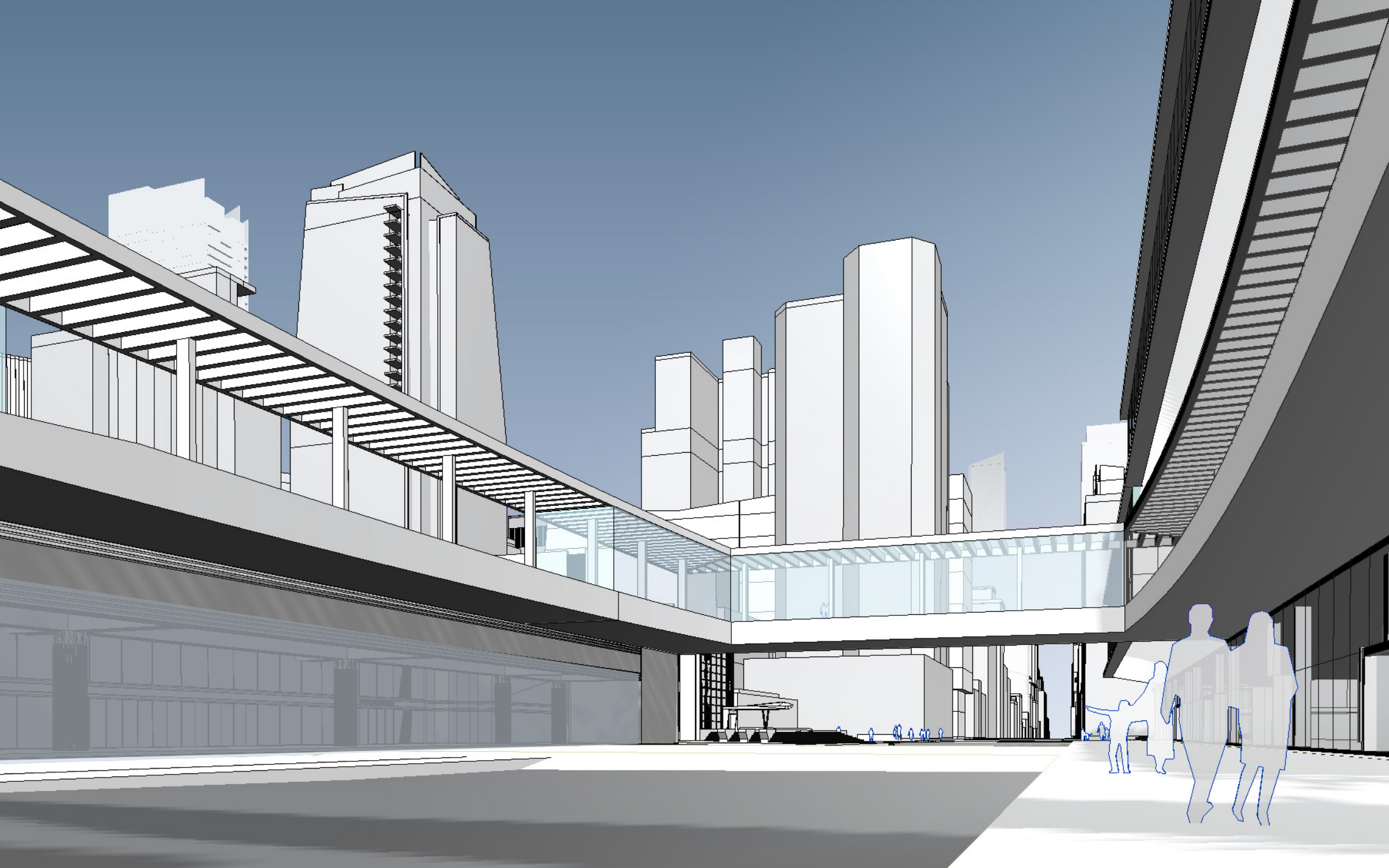
An aerial, high-angle view of a city massing study. The scene is composed of numerous white, rectangular blocks of varying heights and widths, representing buildings. The blocks are arranged in a grid-like pattern, with some taller structures interspersed among shorter ones. In the center of the image, there is a prominent green field, possibly a sports field or park, surrounded by several white buildings. The lighting is bright, casting soft shadows that emphasize the three-dimensional nature of the model. The overall composition is dense and detailed, showing a complex urban layout.

MASSING STUDIES











POTENTIAL PUBLIC ART LOCATIONS