

SALESFORCE HEADQUARTERS MISSION BAY

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SPUR

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MISSION BAY

DEVELOPMENT PLANS APPROVED 1998

- 6,000 residential units, ave. density 150 units/acre
- 30% affordable
- 4.5 million sq. ft. office/biotech/R&D
- UCSF research campus and hospital
- 500 room hotel
- Neighborhood-serving retail
- Public school, fire/police station, library
- 43 acres of public parks



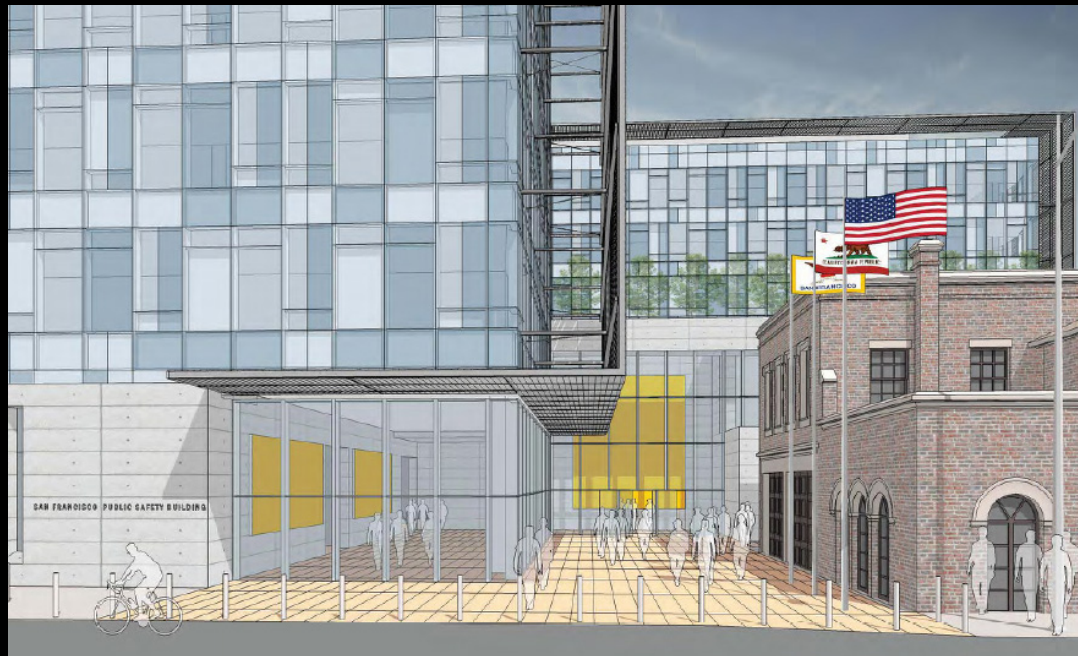
MISSION BAY DEVELOPMENT STATUS

- 3,126 units completed, 329 in construction, 970 to start in 2012
- 1.7 MM sf commercial/ biotech completed
- UCSF \$1.5 BB hospital underway
- UCSF campus 60%+ done



MISSION BAY DEVELOPMENT STATUS

- 14 acres of parks
- Public library completed
- Police headquarters underway



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PLANNING FOR GROWTH

- Mission Bay land purchase in November 2010
 - 14 acres with 2 million square feet of entitlement
 - Office use allowed by-right
 - Campus is planned for 9,000 employees.
- Salesforce's goal: an architecturally distinctive urban campus that creates identity for Salesforce and is highly attractive to current and prospective employees.
- Campus architect—Legorreta + Legorreta



MISSION BAY AERIAL VIEW – SALESFORCE SITE

SALESFORCE HEADQUARTERS MISSION BAY SF DESIGN COLLABORATION

- Streamlined entitlement process—design review only
 - “Major phase” master plan (Approved Sept 20, 2011)
 - Schematic Design for each building—SFRA & Planning Commission .
- Collaborative design process
- Key challenges:
 - Creating a cohesive headquarters identity while integrating with surrounding urban fabric
 - Ensuring visual diversity within a single, distinctive architectural style

SALESFORCE HEADQUARTERS MISSION BAY SF

URBAN DESIGN FRAMEWORK

- An open campus and active pedestrian realm
 - Permeable ground plane: retail, childcare, public open space
 - Minimize impact of parking, encourage other options
- Sensitive and contextual massing
 - An urban form that respects city patterns and MB neighbors
 - Clear connection to the Bay and surrounding open space
- Distinctive and colorful architecture
 - Varied forms within a stylistic vocabulary
 - Lasting, rich materials and commitment to quality
- Sustainable Design
 - LEED Platinum

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