

# Station Retail Design and Development Standards

March 27, 2014

# Chronology

- January 2011 – Board actions
  - 1/13/11 – Station Retail Policy adopted
  - 1/27/11- Master Vendor negotiations w/ TransMart
- October 2012 – Board approved transaction with TransMart
- June 2013 – Executed Lease Option Agreement
- November 2013 – Tier 1 Analysis approved
- Today's Discussion
  - Station Retail Design and Development Standards

# Station Retail Program Objectives

- Customer service
  - Quality goods/services – good value for money
  - High quality design
  - Sustainable services – minimal waste
  - Complement mixed-use communities around BART
  - Encourage customers to wait at concourse
- Income generation
- Application in BART transit environment
  - Priority to BART's primary transit function
  - Infrastructure, passenger flow, TOD interface
  - No burden to the District
- Design Review Committee formation



# Placement of Retail – Board Policy

- Tier 1 analyses
  - General placement of retail
    - Existing & future capacity and passenger flow
  - Created analysis approach
    - Tested 6 stations
    - Validated by BART
    - Apply to each station
  - Analysis validated by BART staff & will be applied to each station
- Tier 2 analyses
  - Once general retail locations and size are identified, examine impacts on existing & future station needs for
    - Station utilities
    - Station facility needs
    - Existing station retail
    - Transit-oriented development
    - Access improvements
    - Advertising
    - Construction staging
    - Future station plans



# Approach

- January 2011 Board discussion
  - Need for new guidelines
  - Enhance BART Facilities Standards (BFS) for application to station retail
- Examined other guidelines
- Review of BFS
- Creation of draft, review by stakeholders
- The Office of Planning and Development is responsible for developing, maintaining, and updating the guidelines with involvement by interdepartmental stakeholders.



# Anticipated Program Rollout

	2013					2014					2015					2016														
	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N
<b>Lease Option Agreement</b>	X																													
<b>Predevelopment</b>																														
Tier 1 (6 stations)																														
Create Design Guidelines																														
Tier 2 (2 stations)																														
Design Review (2 stations)																														
<b>Community Engagement</b>																														
Existing Tenant Outreach and Engagement																														
Small Business Outreach and Engagement																														
<b>Build-Out/Construction</b>																														
Montgomery & Berkeley																														
Concierge Pilot Program																														
Year 2 Build-Out (23 stations)																														
Year 3 Build-Out (18 stations)																														

# Preliminary Concepts



Downtown Berkeley

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Montgomery



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# Station Retail Design & Development Standards

## PURPOSE

- To constitute a comprehensive and consistent retail built-out program
- To establish design principles and goals as well as identifying construction materials and methods to create a high quality retail environment throughout BART system





# Station Retail Design & Development Standards

## GOALS

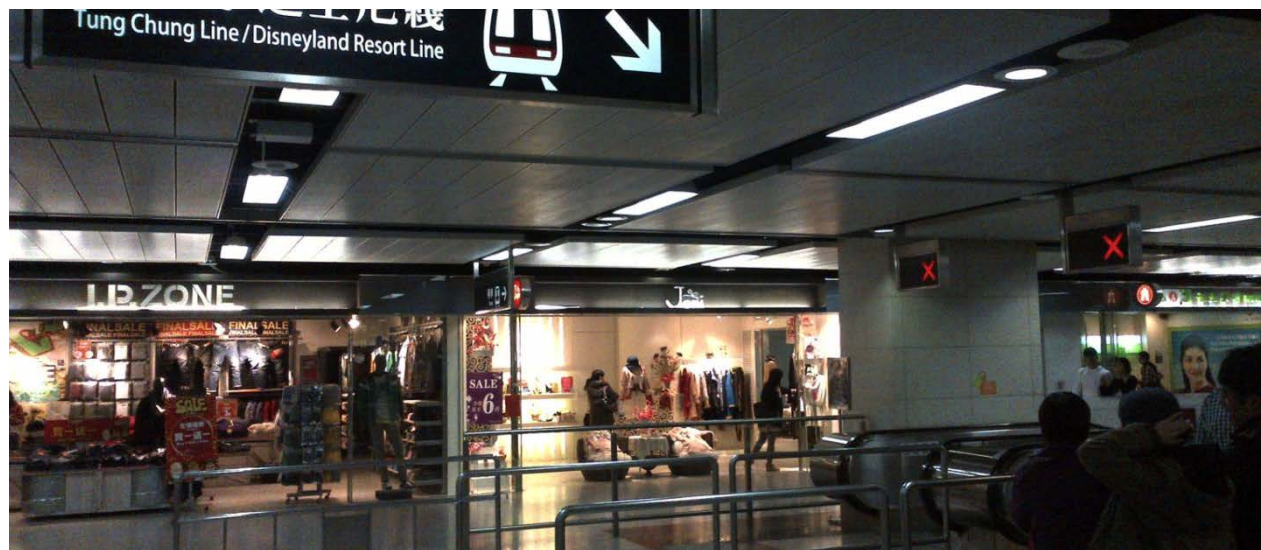
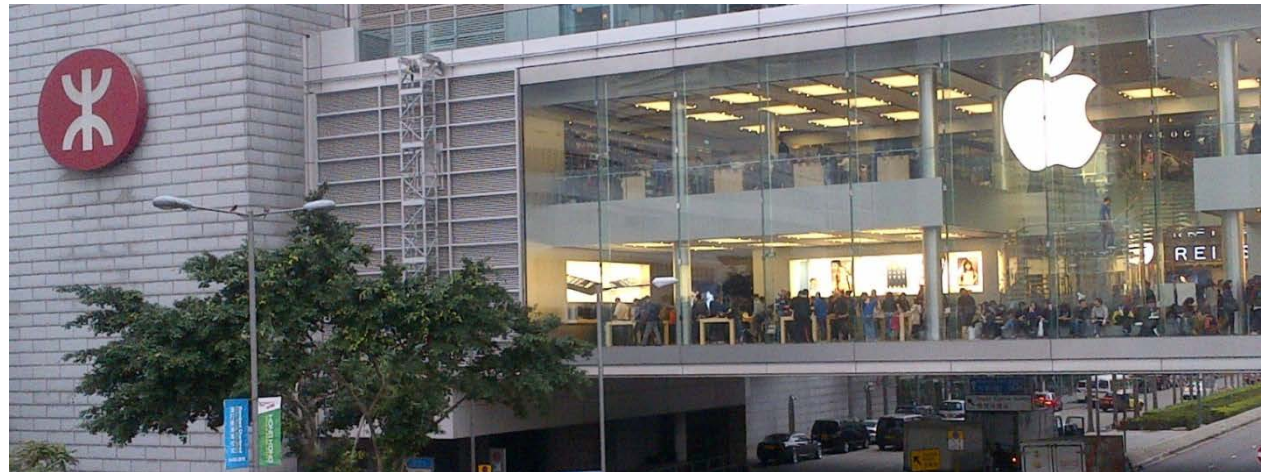
- To encourage quality design
- To ensure consistent standards associated with the retail development
- To maintain or improve clarity of circulation
- To complement the unique existing conditions of each station and surrounding environment



# Station Retail Design & Development Standards

## RETAIL FEATURES

- Identify a mix of national and locally owned businesses
- Develop a retail program that complements development of livable, walkable, compact and mixed-use communities around BART stations
- Provide diverse, friendly retail services to entice riders to spend their waiting time at concourse level rather than at station platforms, thereby improving station capacity and passenger flow.



# Station Retail Design & Development Standards

## MATERIALS & CONSTRUCTION

- Protection of existing station conditions
- Material selection
- Walls, partitions and separations
- Finish treatments
  - Stainless steel
  - Factory powder-coated metal
  - Glass
  - Marble, granite, slate, sandstone, limestone and other natural stone
  - Fire-retardant treated wood
  - Abuse-resistant gypsum board
- Floor treatments
- Glazing
- Entrances and doors
- Lighting



# Station Retail Design & Development Standards

## OTHER BASIC REQUIREMENTS

- Signage and graphics
  - Advertising frames and sign under separate vendor
  - Floor signage
  - Style and materials
  - Prohibited sign types
- Utilities, services, and tie-ins
  - Electrical, data and communication lines
  - Convenience outlets and switches
  - Fire and life safety
  - Plumbing

