



PAVEMENT TO PARKS

TRANSFORMING THE PUBLIC REALM IN SAN FRANCISCO

*Ilaria Salvadori and Robin Abad Ocubillo
Thursday 12 February 2015, City Planning Commission*

PAVEMENT TO PARKS

TRANSFORMING THE PUBLIC REALM IN SAN FRANCISCO

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ABOUT PAVEMENT TO PARKS

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PROJECT PORTFOLIO

3

PLAZA CASE STUDIES

4

STRATEGIC PLAN



An aerial, high-angle photograph of a parklet. The parklet is a paved area with wooden planters along its edges, filled with various plants and flowers. Two children are running across the paved area. The image is overlaid with a large red number '1' in a white circle.

1

ABOUT PAVEMENT TO PARKS

PUBLIC PARKLET
ALL SEATING IS OPEN TO THE PUBLIC

CONTENTS

1. ABOUT PAVEMENT TO PARKS

Context

Policy Framework

Program Goals & Functions

- Project Criteria & Site Selection

- Project Sponsor Types & Responsibilities

- Interagency Coordination

- Monitoring & Evaluation

- Leadership: Supporting Cities around the World

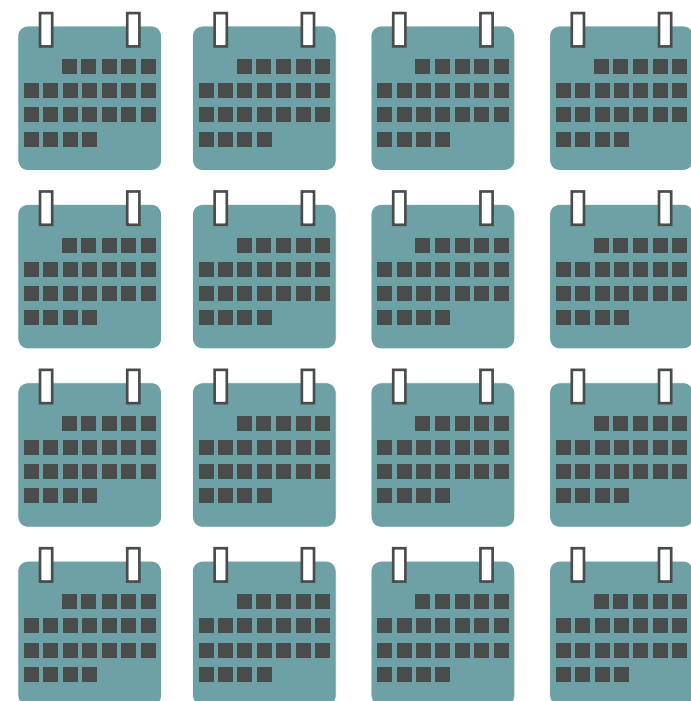
Projects On The Ground

STREETS =

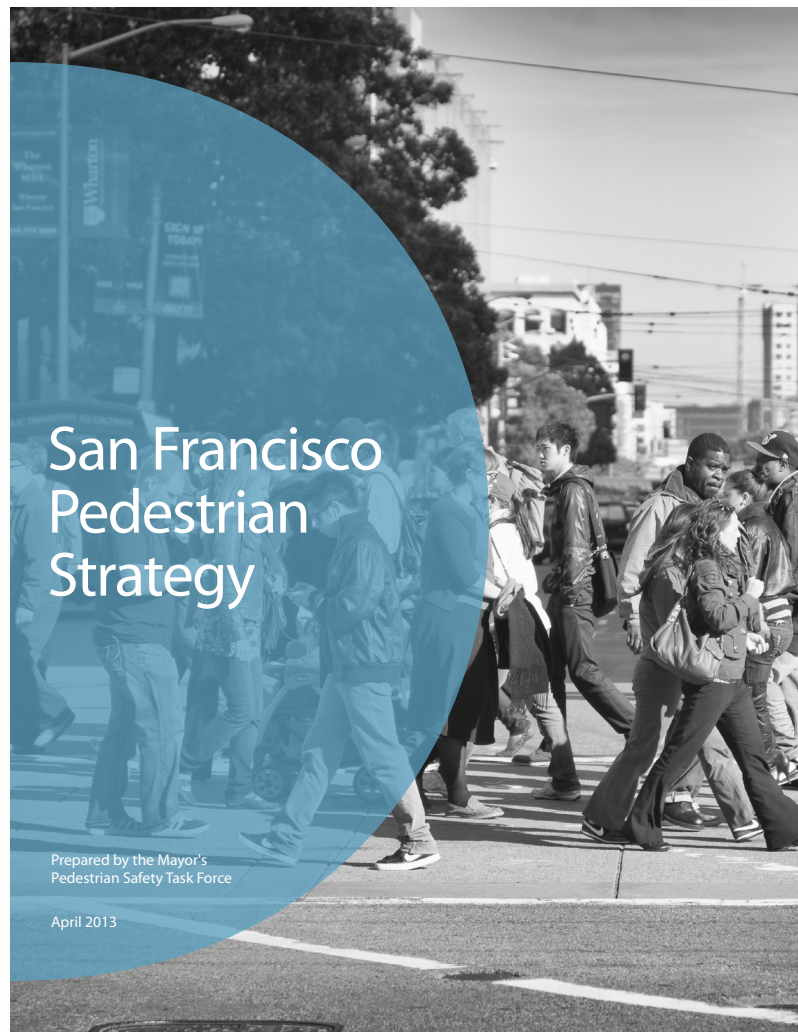
33%

CITY'S TOTAL AREA

SHORT TERM ACTIONS → LONG TERM CHANGE



POLICY FRAMEWORK



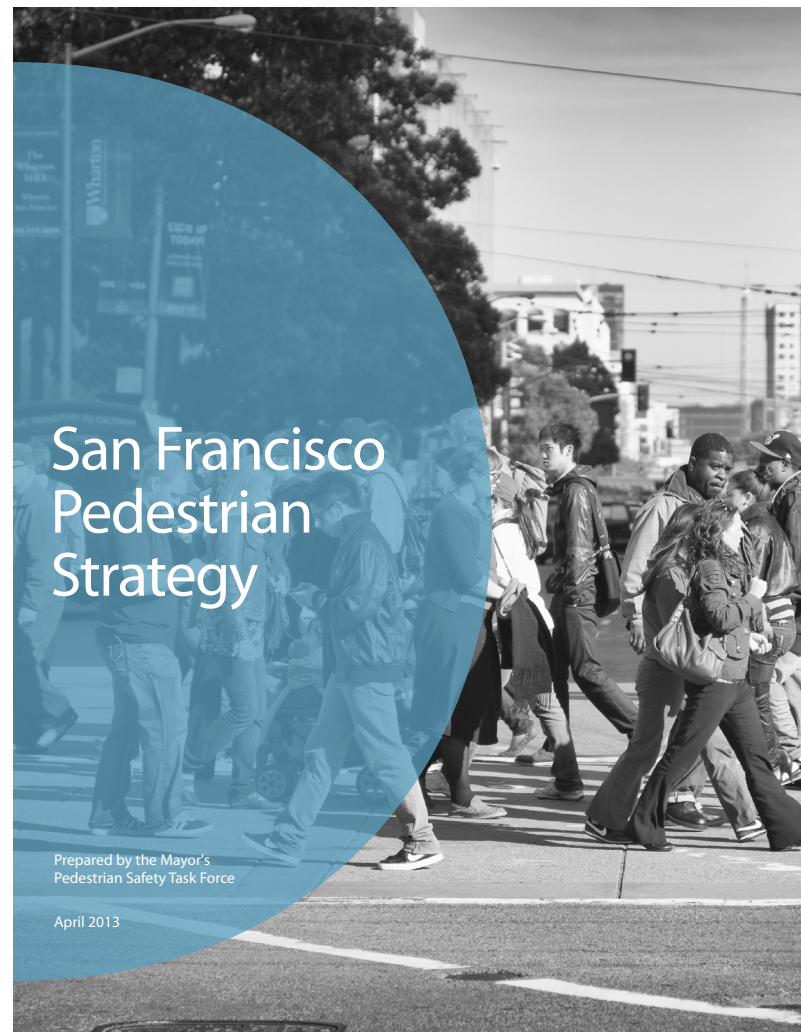
PER YEAR:

1 Pavement to Parks Plaza

1 Parklet RFP Cycle

20 Parklets

POLICY FRAMEWORK



PROGRAM GOALS



FOSTER NEIGHBORHOOD INTERACTION



ENCOURAGE NON-MOTORIZED TRANSPORTATION



REIMAGINE THE POTENTIAL OF CITY STREETS



ENCOURAGE PEDESTRIAN SAFETY & ACTIVITY



SUPPORT LOCAL BUSINESSES

PROGRAM FUNCTIONS

IDENTIFY, FACILITATE AND SUPPORT COMMUNITY INITIATIVES TO CREATE INTERIM PUBLIC SPACES

ASSESS SITE POTENTIAL

Encourage geographic equity through the development of projects across the city.

Vet proposals for pedestrian, bicycle, transit, and vehicular circulation

BUILD LOCAL CAPACITY

Vet proposals in terms of local support and stewardship potential

Facilitate Fiscal Sponsorship when needed

PROJECT DEVELOPMENT & DESIGN ADVISORY

Coordinate interagency dialogue, Elected Offices, and other City Stakeholders

Provide design and permitting guidance to sponsors

ENFORCEMENT AND QUALITY CONTROL

Define standards for operations, maintenance and programming

Measure impacts

PROVIDE LEADERSHIP

Provide guidance to other agencies and municipalities

PROJECT CRITERIA



GEO-PHYSICAL

Potential to enhance pedestrian safety

Neighborhoods underserved by open space

Underutilized roadway

Lack of vegetation



SOCIAL

Strong local interest

Documented community support

Local commitment to long-term stewardship

Appropriate Land Use(s)

Existing base of pedestrian activity

SITE SELECTION FOR SOCIAL & GEOGRAPHIC EQUITY



OPPORTUNITY STREETS =

- Are within areas of the city that do not currently have access to parklets, plazas, or other types of open space
- Have a street grade of less than 5%
- Are Within an NCD, NCT, or other NC

Opportunity Mapping: San Francisco Parklets & Plazas. Presentation delivered at the San Francisco Planning Department on May 29, 2014 by Gene Stroman

PRIVATE/PUBLIC PARTNERSHIPS

SPONSOR TYPES

NONPROFITS	NEIGHBORHOOD GROUPS	SMALL BUSINESS OWNERS
MUSEUMS & ART GALLERIES	HOAS	MERCHANT'S ASSOCIATIONS
INSTITUTIONS		BIDS AND CBDS

PLAZA SPONSORS

Permitting fees
Activation Programming
Tables & Chairs
Monitoring
Ongoing Maintenance & Liability

PARKLET SPONSORS

Design
Permitting fees
Materials
Construction / Installation
Ongoing Maintenance & Liability
Removal / Change of Ownership

INTERAGENCY COORDINATION



PROGRAM ADMINISTRATION & POLICY DEVELOPMENT	Public Outreach and Education	Lead	<i>Support</i>	<i>Support</i>
	Program Materials and Guidelines	Produce	<i>Review</i>	<i>Review</i>
	Program website	Maintain		
	Point of Contact for other Municipalities	Lead		
	Point of Contact for Elective Offices	Lead		
	Point of Contact for Researchers & Scholars	Lead		
	Permit Tracking Database (e-Street)	<i>Support</i>	Maintain	
	Interagency Database (PODIO)	Maintain	<i>Support</i>	<i>Support</i>
PROJECT DEVELOPMENT & IMPLEMENTATION	RFP and RFP Intake	Coordinate		
	Point of Contact for Applicants and Operators	Lead		
	RFP Review and Proposal Selection	Coordinate	<i>Participate</i>	<i>Participate</i>
	Public Hearings	<i>Prepare Sponsor</i>	Hold Hearing; Produce Decision Letters	
	Parklet Interagency Design Review	Coordinate	<i>Participate</i>	<i>Participate</i>
	Plaza Design Development and Implementation	<i>Participate</i>	Coordinate	<i>Participate</i>
	Permit Issuance and Renewal	<i>Support</i>	Execute	
	ISCOTT & TASC	<i>Support</i>	Coordinate	<i>Support</i>
	Bike Parking Permit and Installation	<i>Support</i>		Execute
	Parking Meter Removal and Replacement	<i>Support</i>		Execute
	Curb Color Legislation	<i>Support</i>		Execute
OPS. & ENFORCEMENT	Routine Monitoring, Research and Impact Evaluation	Coordinate		
	Coordination with IDC, PUC, Utilities, etc.	<i>Support</i>	Coordinate	
	Inspections and Compliance	<i>Support</i>	Pre-Construction; Post-Construction; Complaints	

MONITORING, EVALUATION, & ASSESSMENT



LEADERSHIP: SUPPORTING CITIES AROUND THE WORLD

Adelaide, Australia

Ashville,

Atlanta, GA

Auckland, NZ

Baltimore, MA

Bellingham, WA

Boston, MA

Cape Town, South Africa

Chicago, IL

Dallas, TX

Denver, CO

El Sobrante, CA

Fort Lauderdale, CA

Grand Rapids, MI

Grosvenor, London, UK

Honolulu, HI

Jamaica Plain, MA

Kansas City, MO

La Crosse, WI

Lexington, MA

Long Beach, CA

Los Angeles, CA

Miami, FL

Milwaukee, WI

Nagoya, Japan

Olympia, WA

Nacka Kommun, Sweden

New Orleans, LA

New York City

Norfolk, VA

Oakland, CA

Olympia, WA

Philadelphia, PA

Portland, OR

Richmond, CA

Sacramento, CA

Santa Rosa, CA

Sao Paulo, Brazil

Seattle, WA

Toronto, ON

Vancouver, BC

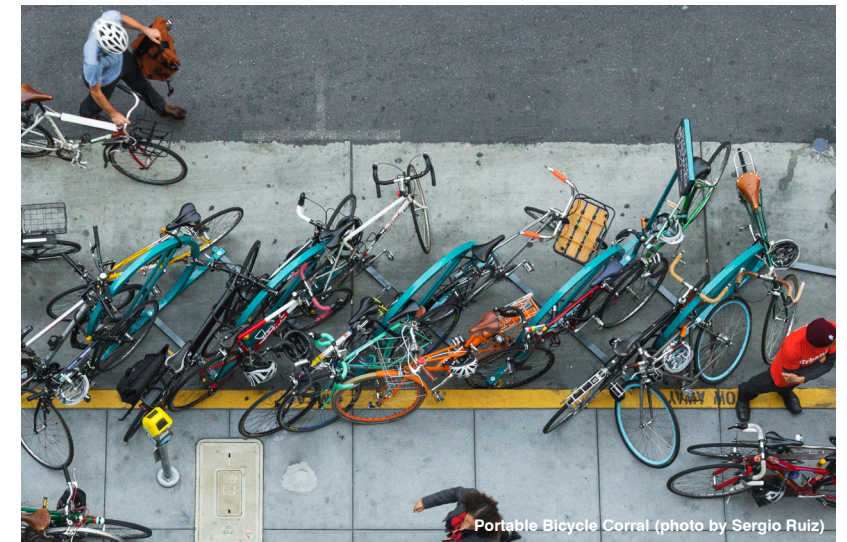
PROJECT TYPES



Persian Triangle Plaza (photo by Sam Heller)



North Beach Parklet (photo by Sam Heller)



Portable Bicycle Corral (photo by Sergio Ruiz)

PLAZAS

Reclaiming the roadway

A neighborhood venue for events and programs

PARKLETS

Rethinking the parking lane

Augmented sidewalk space and seating

NEW PROTOTYPES

Mobile and event-based elements

Exploring ideas to activate and re-imagine public spaces

PROJECTS ON THE GROUND



PLAZAS

- 6** Pavement to Parks Plazas:
- 4** in demonstration phase
- 3** becoming permanent
- 2** now permanent plazas



PARKLETS

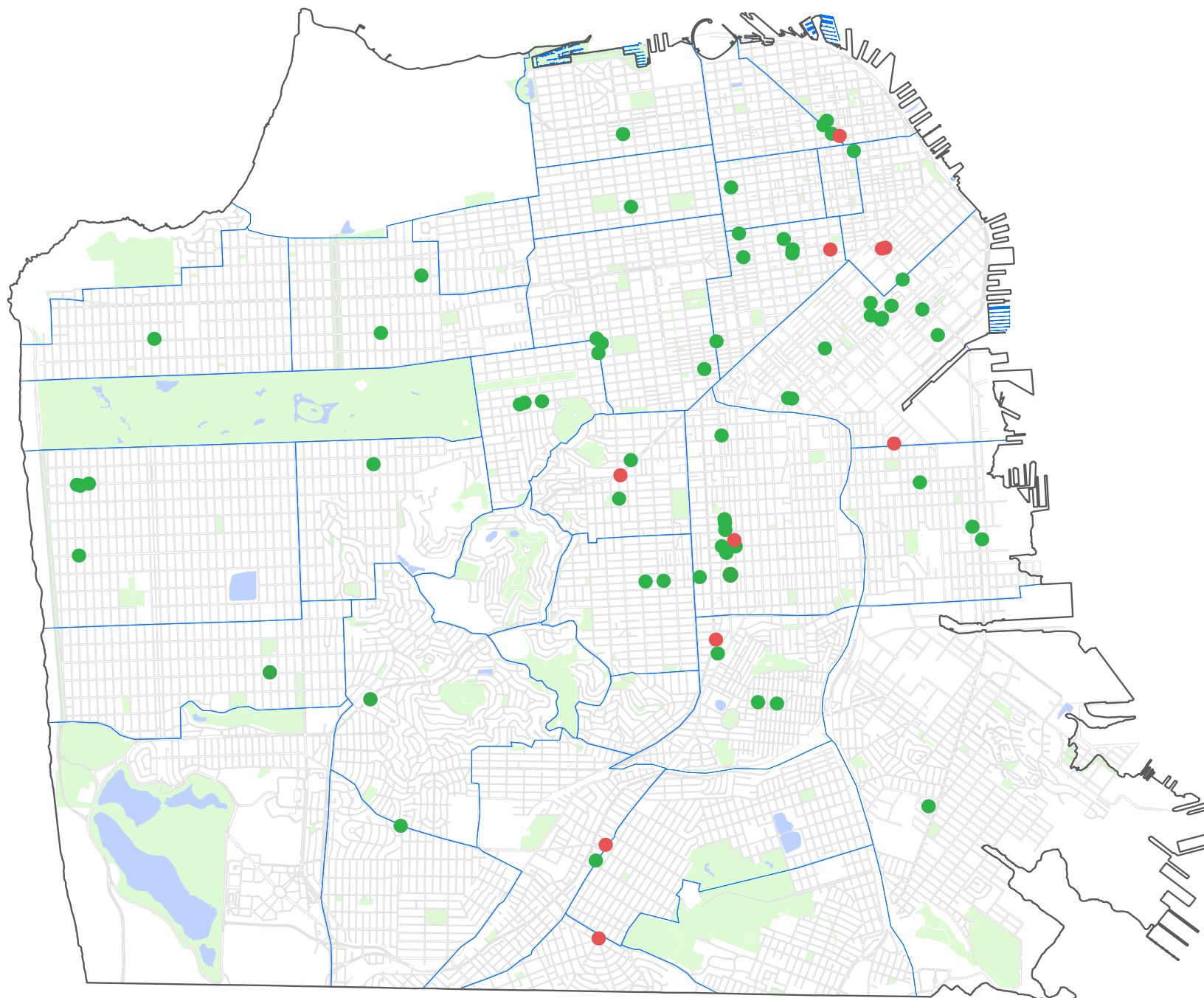
- 4** RFP cycles
- 50+** installed
- 35+** in design and permitting
- 95+** active inquiry list



NEW PROTOTYPES

- 1** Portable Bicycle Corral
- 1** Portable Parklet
- 7** Parkmobiles
- 2** Street Stages

PROJECTS ON THE GROUND



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2

PROJECT PORTFOLIO

CONTENTS

2. PROJECT PORTFOLIO

Prototyping Snapshot

- Portable Bicycle Corral

- Street Stage

- Portable Parklet

Parklets Snapshot

- Design Guidance

- Design Guidance

- Examples of Built Projects

Plaza Case Studies

A photograph of six people (three men and three women) sitting on a wooden bench outdoors. One man is standing on the left, looking towards the right. The others are seated, some looking at each other, some looking away. The background shows trees and a building. A large, light blue circle with the number '2' is overlaid in the center of the image.

2

PROJECT PORTFOLIO

PROTOTYPING SNAPSHOT

PORTABLE BICYCLE CORRAL

Neighborhood: Yerba Buena

Partners: YBCBD, SPUR, SFBC

Design-Build: Brezel, Capo,
Gurevitz, McDonald

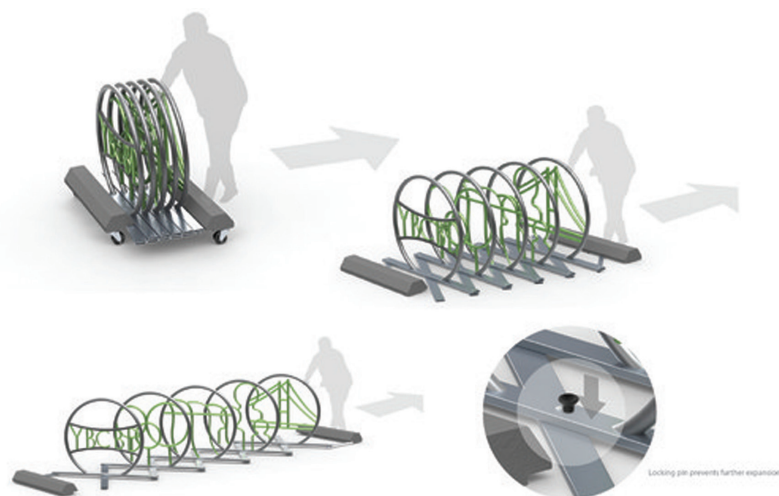
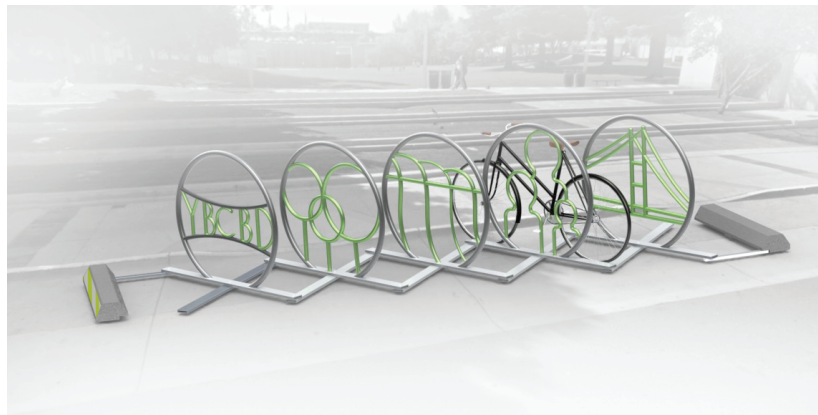
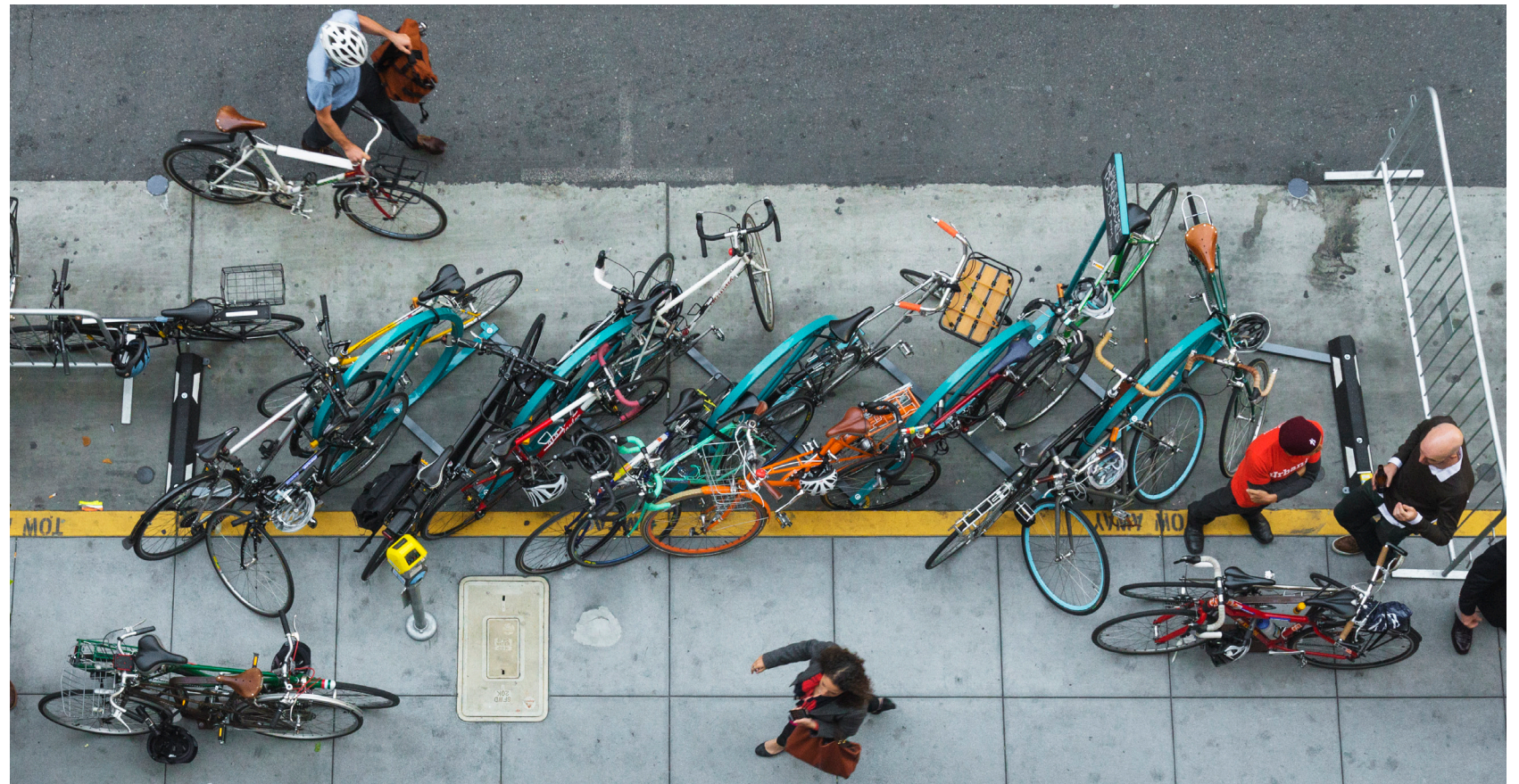


Image by Capo, Gurevitz, and McDonald



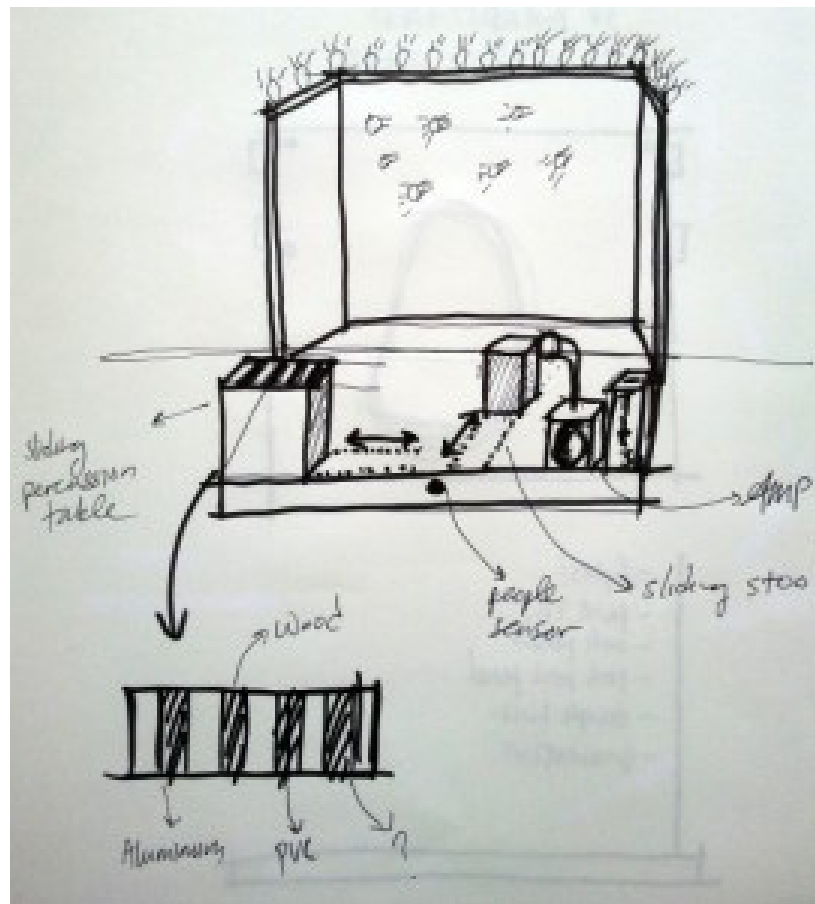
Images by Sergio Ruiz at SPUR

STREET STAGE

Neighborhood: Citywide

Partners: Mission Community Market

Design-Build: Francis, Hansen, and Bushnell



PORTABLE PARKLET

Site: Ocean Avenue CBD

Partners: Ocean Avenue CBD,
Youth Art Exchange

Design / Build: high school students





2

PROJECT PORTFOLIO

PARKLETS SNAPSHOT

PARKLETS ARE PUBLIC

Stewards cannot ask someone to leave parklet to make space for a patron

Stewards cannot provide private dining or table service

Stewards may bus and clean tables

PUBLIC PARKLET

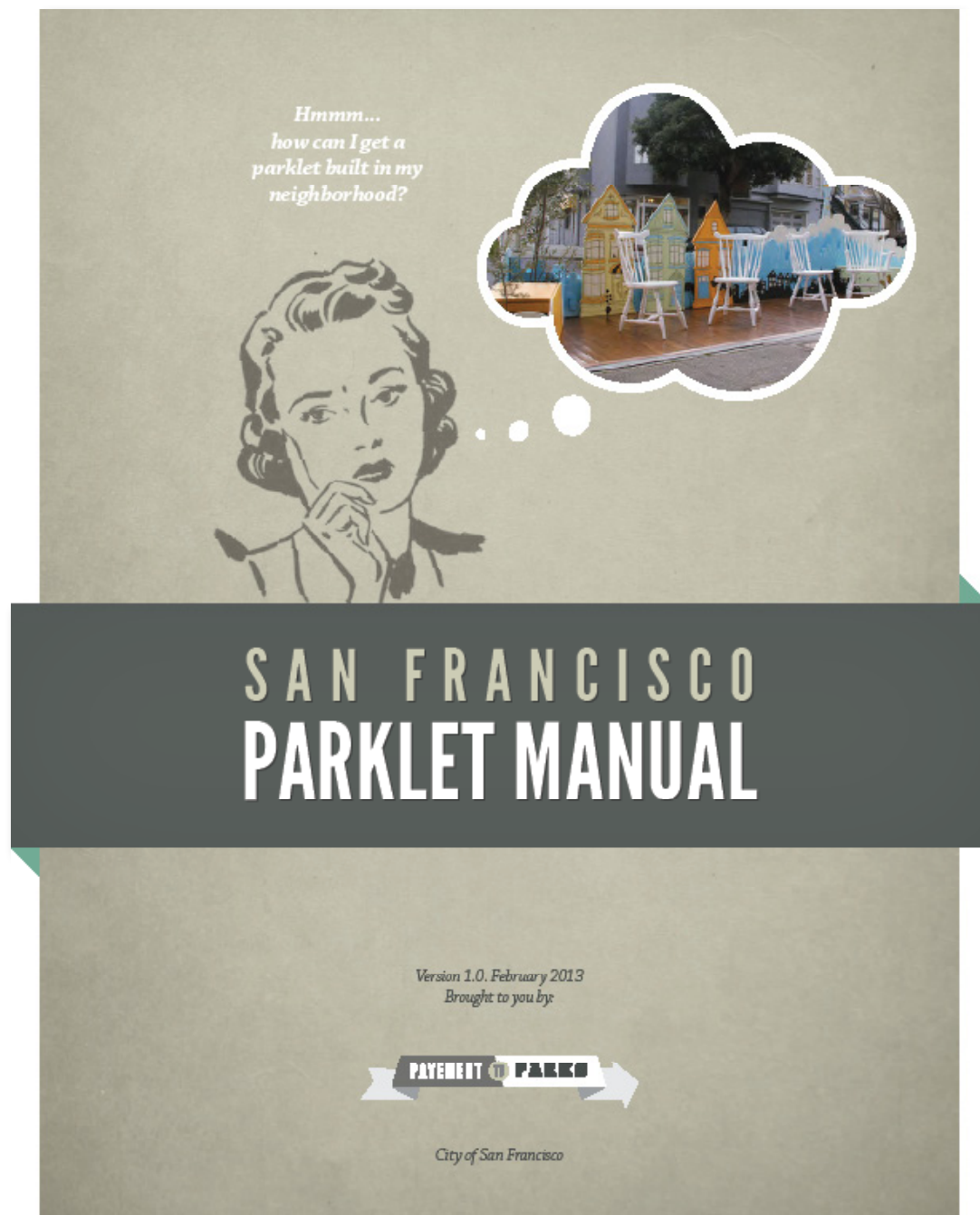
ALL SEATING IS OPEN TO THE PUBLIC

For more information, please visit
pavementtoparks.cityplanning.org

San Health Code 15C, 15C.1, 15C.1.1

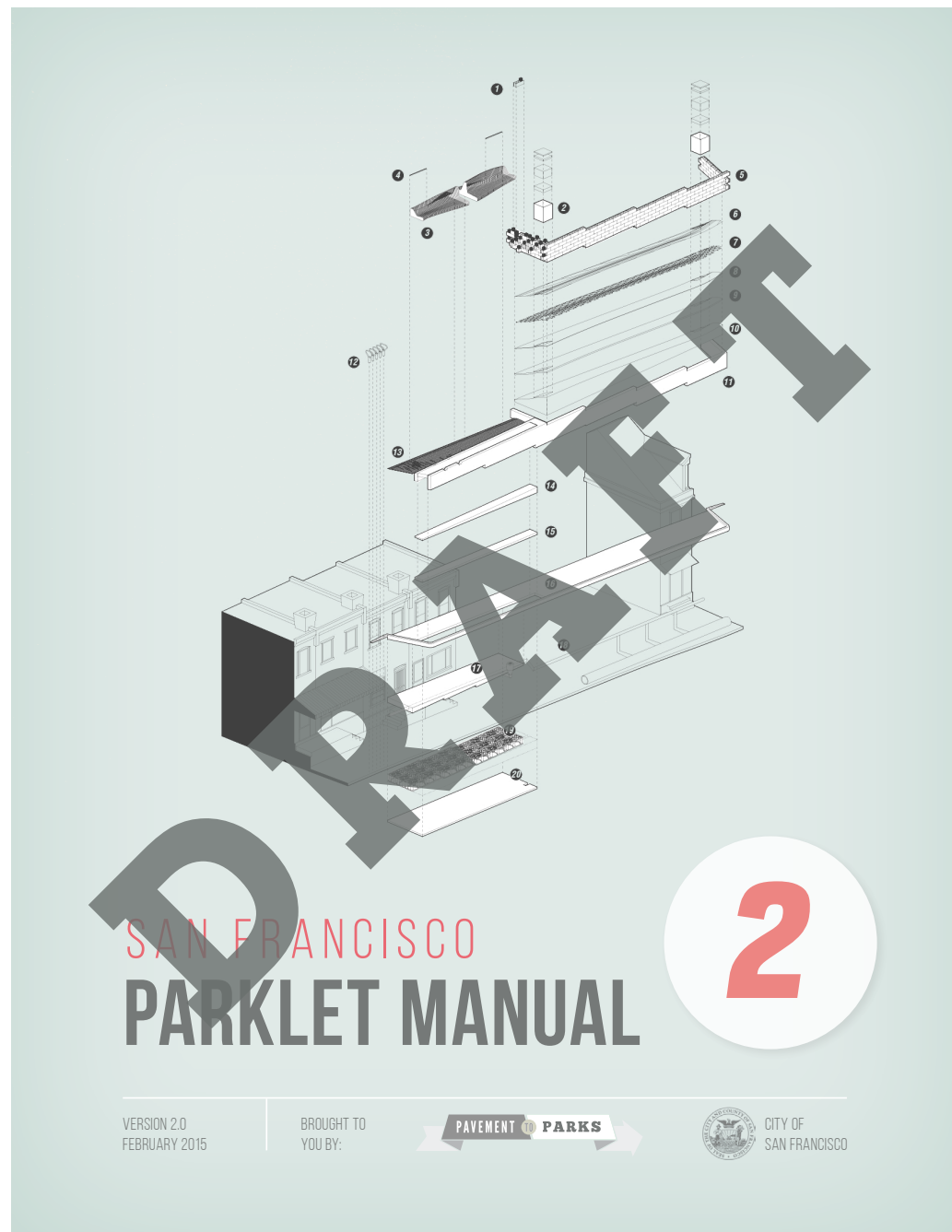


DESIGN GUIDANCE



DOWNLOAD AT WWW.PARKLETS.ORG

DESIGN GUIDANCE



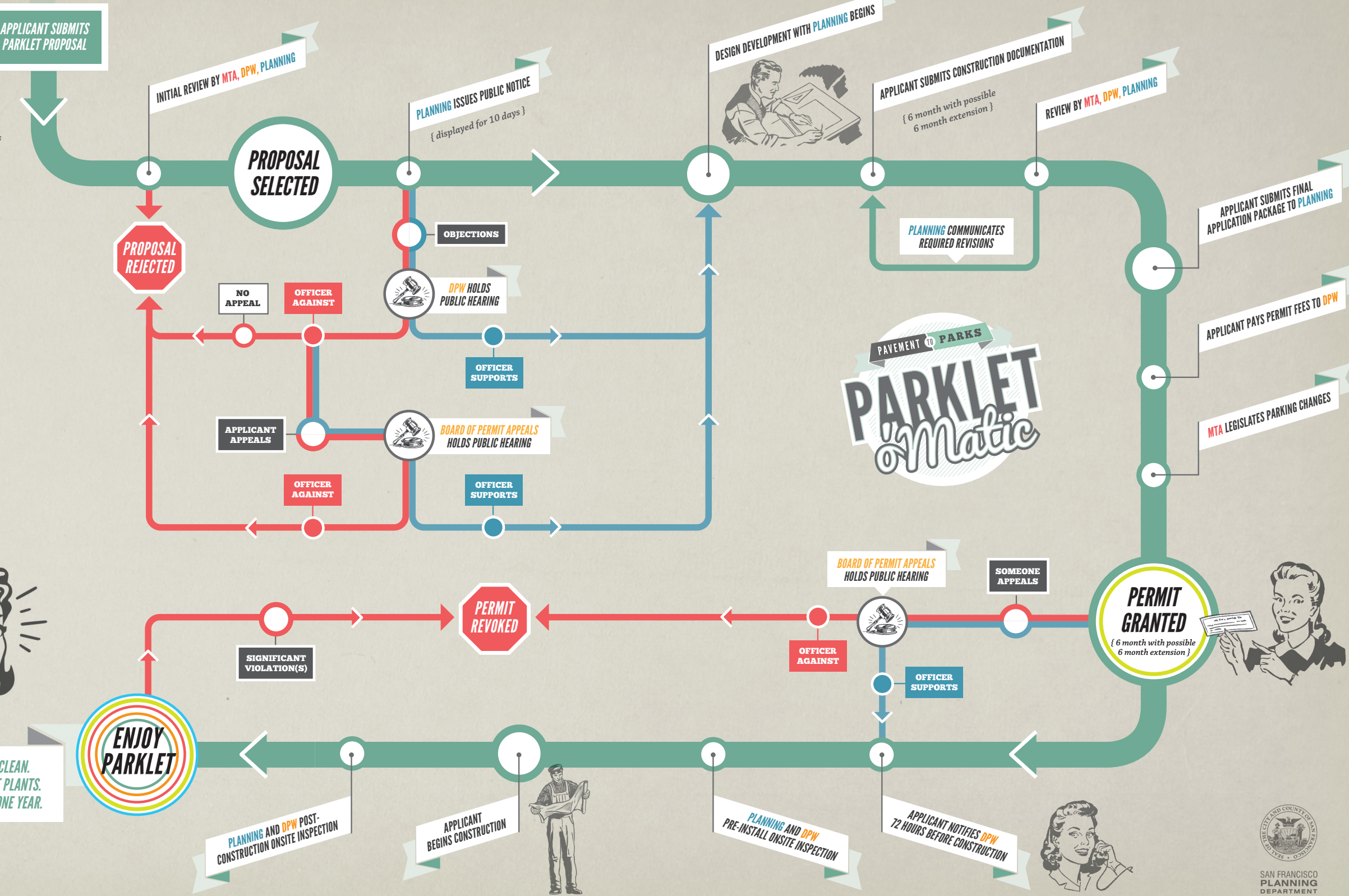
axonometric graphic by Alex J Fischer

COMING SOON TO WWW.PARKLETS.ORG

PROJECT PORTFOLIO: PARKLETS SNAPSHOT



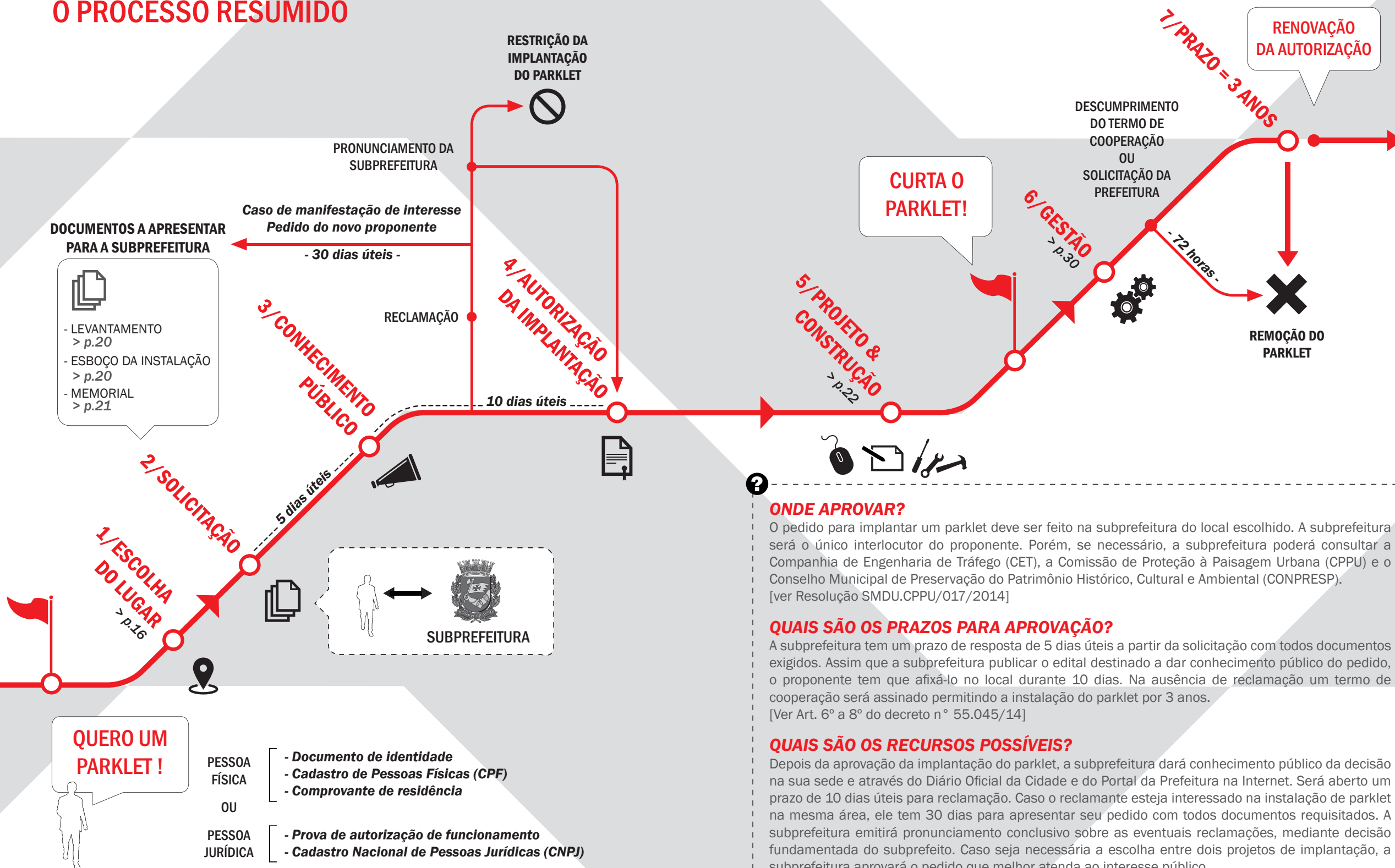
Items to Submit:
Initial Application Form
Initial Site Plan and Photos
Concept Description
Letters Of Support

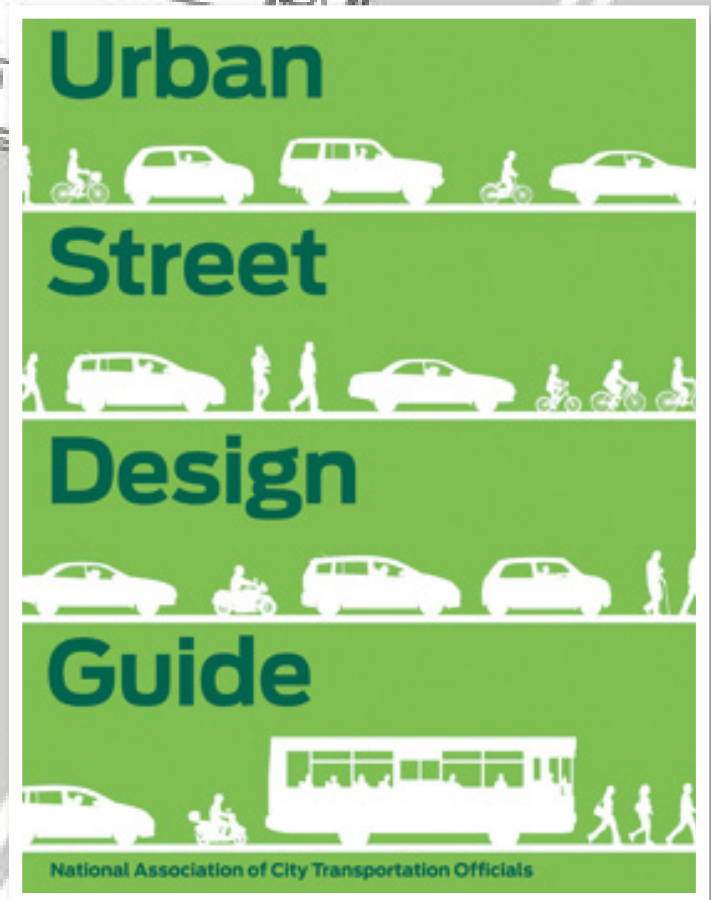
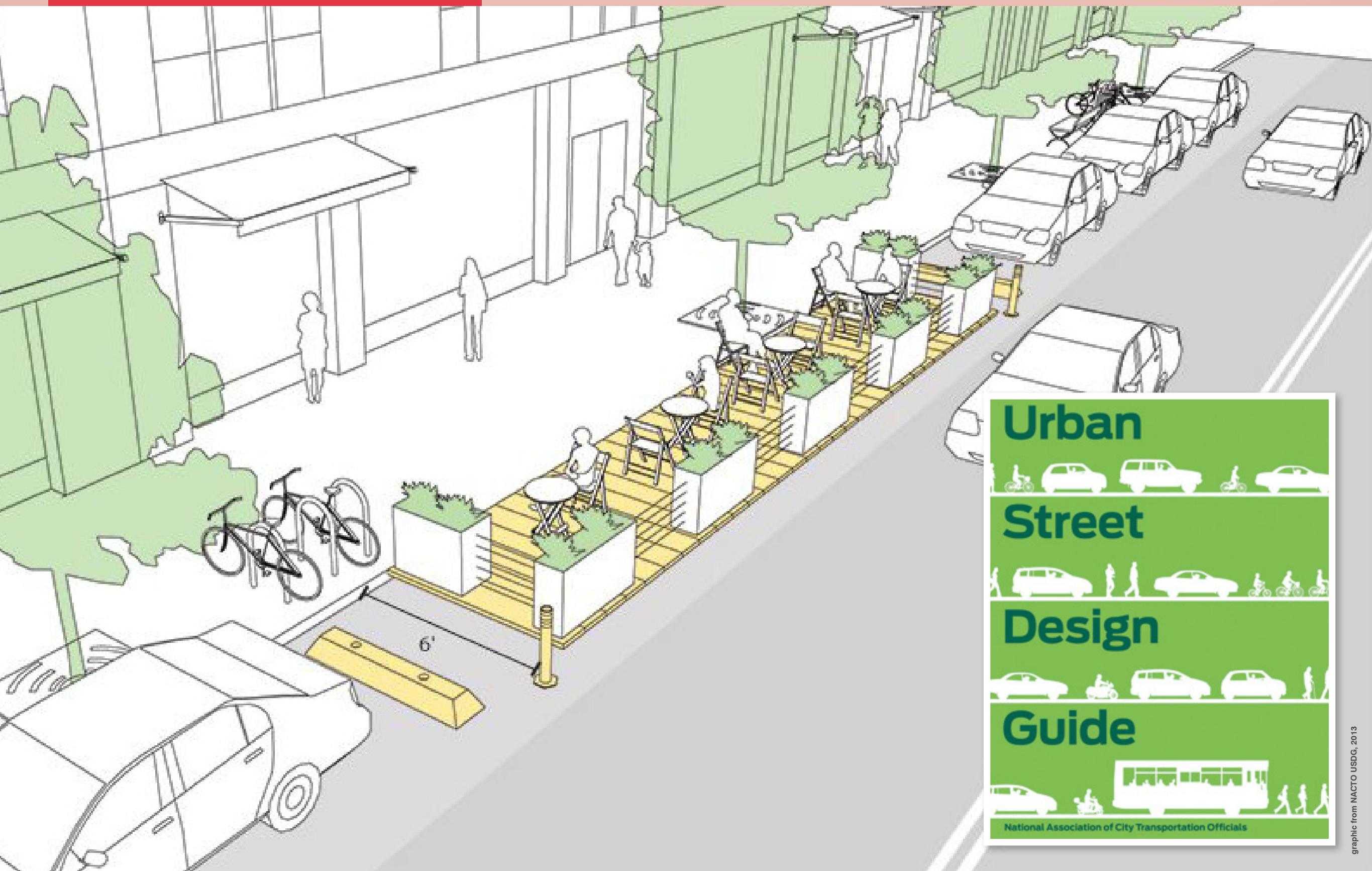


REMEMBER TO: KEEP IT CLEAN. WATER THE PLANTS. RENEW IN ONE YEAR.



2 PASSO A PASSO O PROCESSO RESUMIDO





FREEWHEEL BIKE SHOP PARKLET

Neighborhood: Mission

Sponsor: Bike Shop

Use: Seating/Bike Repair



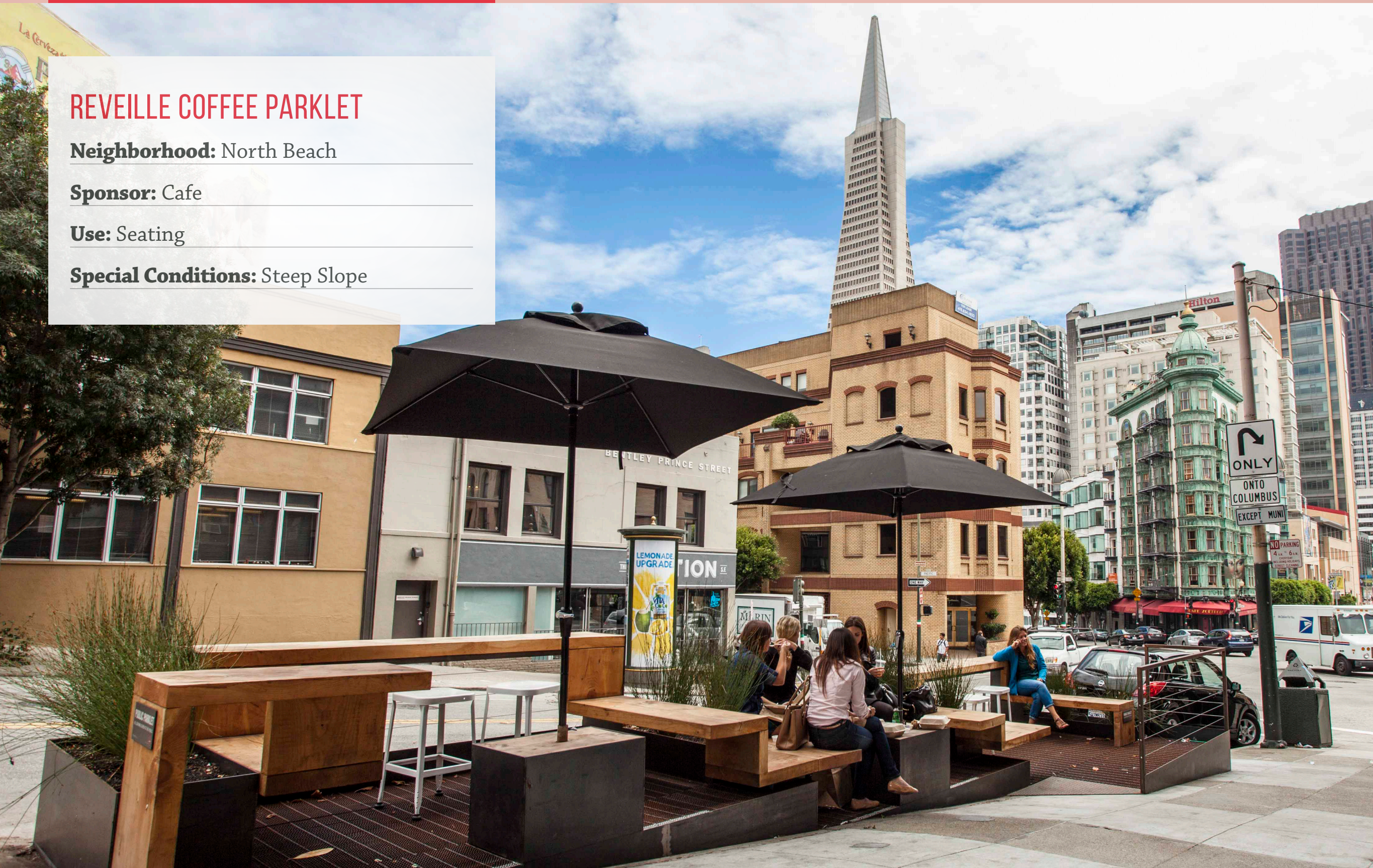
REVELLE COFFEE PARKLET

Neighborhood: North Beach

Sponsor: Cafe

Use: Seating

Special Conditions: Steep Slope



LUNA RIENNE GALLERY PARKLET

Neighborhood: Mission

Sponsor: Art Gallery

Use: Play & Cultural Events

Special Conditions: Rotating Art Installation



DEVIL'S TEETH BAKERY PARKLET

Neighborhood: Sunset

Sponsor: Bakery

Use: Seating & Gathering

Special Conditions: Diagonal Parking





DEEPISTAN NATIONAL PARKLET

Neighborhood: Mission

Sponsor: Resident

Use: Urban Greening and Habitat

Special Conditions: Replaces Driveway



POWELL STREET PROMENADE

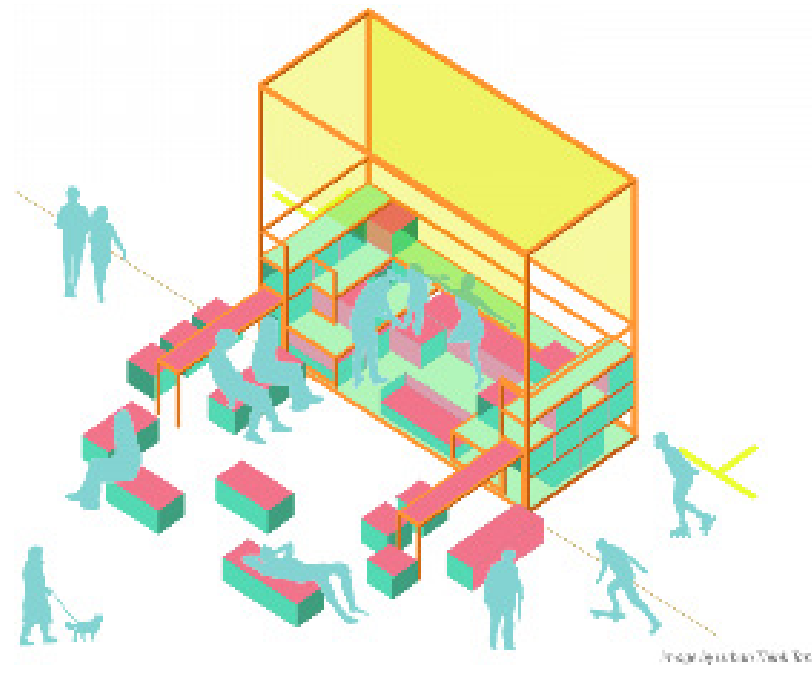
Neighborhood: Downtown

Sponsor: Union Square BID

Use: Pedestrian Safety & Sidewalk
De-Congestion

Special Conditions: 2-block length on both
sides of street

COMING SOON



THE EXPLORATORIUM WITH
HORACE MANN MIDDLE SCHOOL
AND THE BOYS & GIRLS CLUB

SWISSNEX SAN FRANCISCO

THE MUSEUM OF CRAFT & DESIGN

A grayscale photograph of a man with a beard and glasses, wearing a cap and a jacket, sitting on a wooden bench. He is holding a small dog in his arms. Two other dogs are on the bench with him, and one is on the ground in front of him. The background shows a park-like setting with trees, a white car, and a building.

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PLAZA CASE STUDIES

CONTENTS

3. PLAZA CASE STUDIES

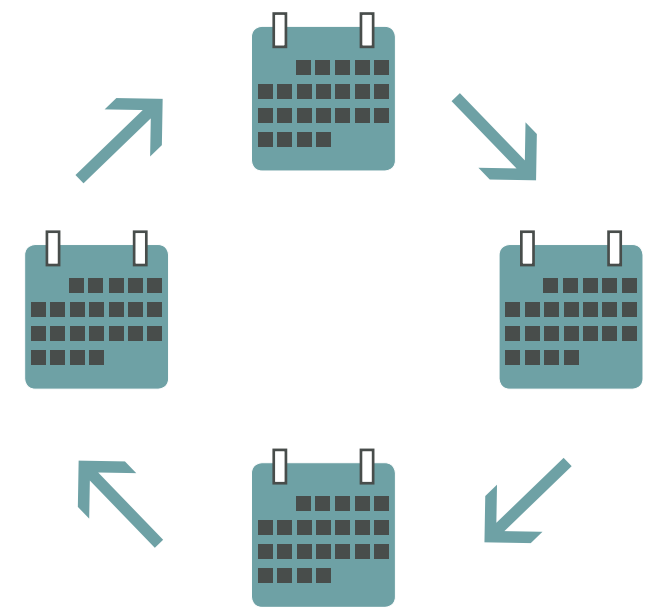
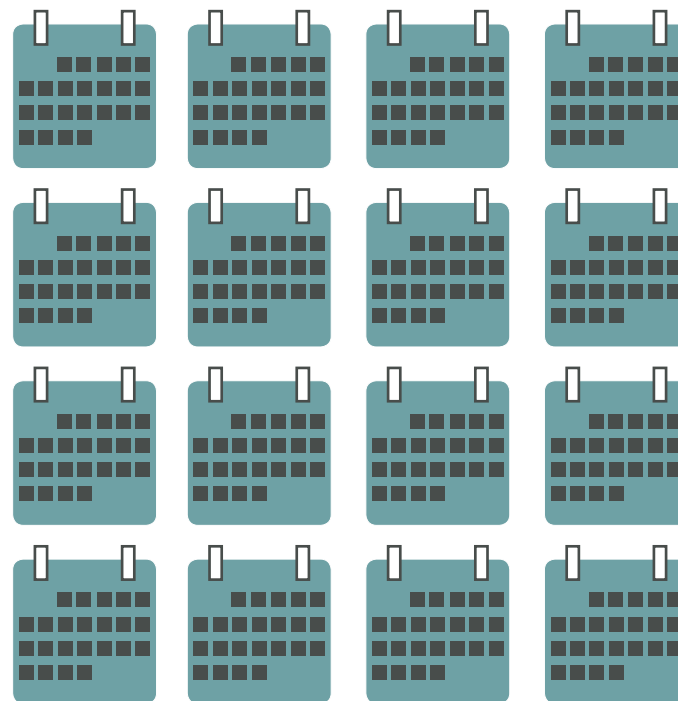
The Pavement to Parks Model

Jane Warner Plaza

Persia Triangle

Annie Street Plaza

SHORT TERM ACTIONS → LONG TERM CHANGE



1 DAY–1 WEEK
DEMONSTRATION



12–36 MONTH
TRIAL



PERMANENT
PUBLIC SPACE

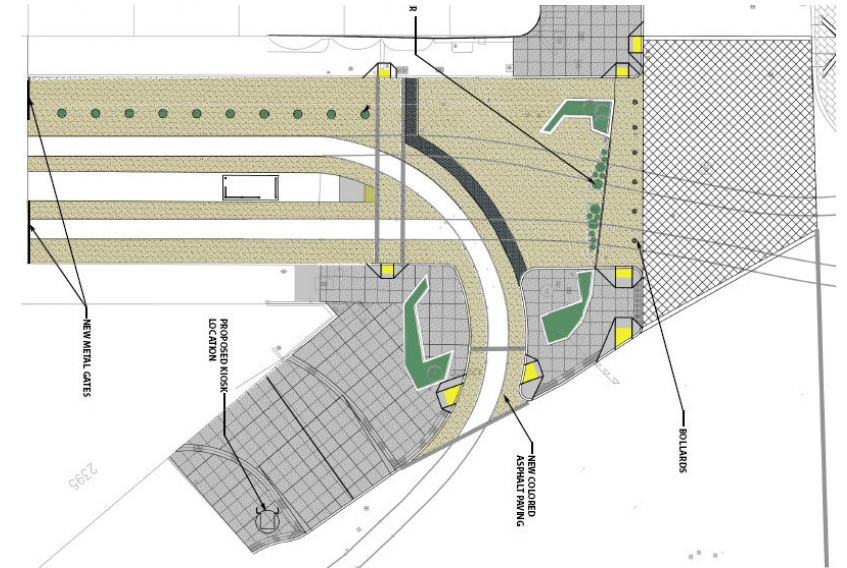
JANE WARNER PLAZA

PRE-EXISTING CONDITIONS

Neighborhood: Castro

Location: Castro and 17th Streets

JANE WARNER PLAZA



PHASE 1 - DEMONSTRATION

Duration: 3 months
May 2009 - July 2009

Partners: Public Architecture,
Castro CBD

PHASE 2 - INTERIM PLAZA

Duration: 3 years
May 2010 - August 2013

Partner: Castro CBD

FINAL PHASE - PERMANENT PLAZA

Construction: Sept - Dec 2014

Partner: Castro CBD

PERSIA TRIANGLE PRE-EXISTING CONDITIONS

Neighborhood: Excelsior

Location: Mission Blvd and Ocean Avenue

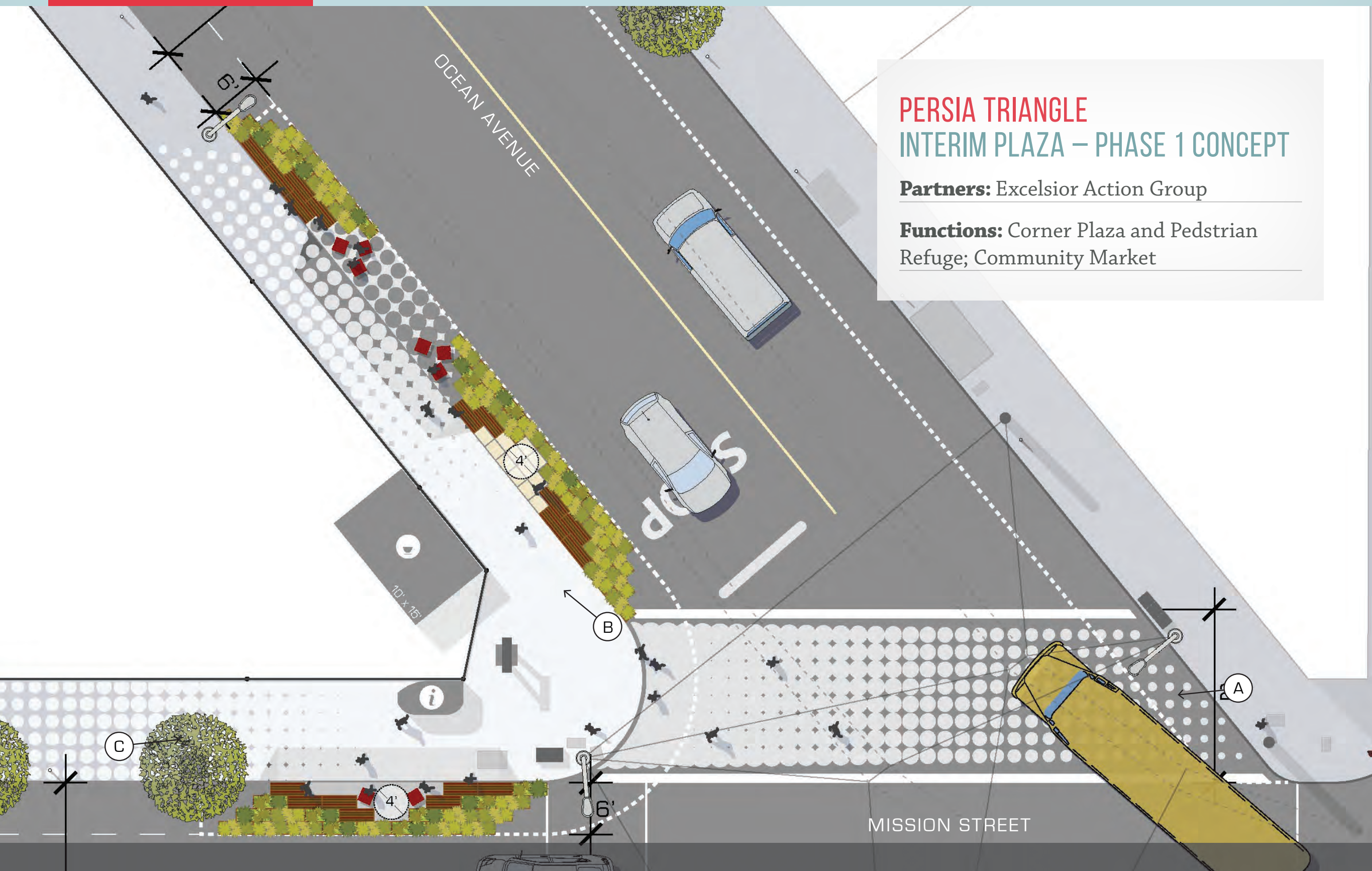


PERSIA TRIANGLE INTERIM PLAZA – PHASE 1 CONCEPT

Partners: Excelsior Action Group

Functions: Corner Plaza and Pedstrian
Refuge; Community Market

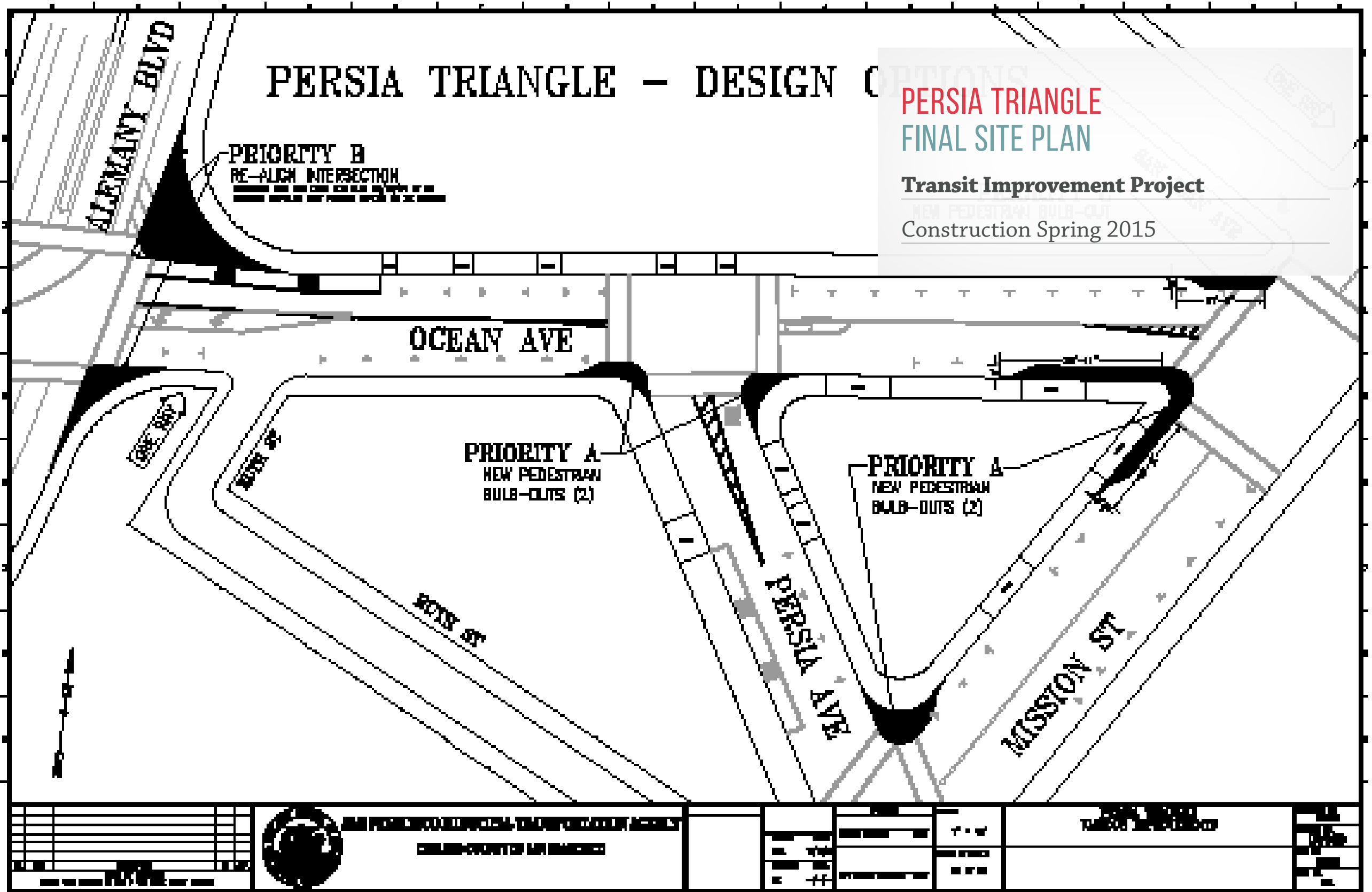




PERSIA TRIANGLE INTERIM PLAZA – PHASE 1 CONCEPT

Partners: Excelsior Action Group

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Refuge; Community Market



PERSIA TRIANGLE COMMUNITY VISION

COMMUNITY LEADERS

- EXCELSIOR FAMILY CTR**
 - SAN PED. SAFETY + NIGHT SAFETY WORKSHOP (FAMILIES ATTEND) (YEN)
- PODER (LANDUSE PLAN)**
 - AFFORD. HOUSING
 - LACK OF PUBLIC SPACES
 - COMM. USES
 - "MARGINALIZED SPACES"
- FLIPPING NEIGH CTR**
 - 15K/20K FLIPPING RESIDENTS IN EXCELSIOR
 - LOTS OF POTENTIAL PARTICIPATION ON THE GROUND
- OUT OF HIGH SITE**
 - ART/YOUTH
 - TEENS AS ACTORS OF THEIR ENVIRON.
 - PARKLET [ARCH CLASS]
 - MORE POPULATION INVOLVED + IDENTIFIED ISSUE AREA FOR IMPROVEMENT.
 - FESTIVAL AREA (EAG)

PERSIA TRIANGLE

OF THE NEIGHB.

NEW SPACE :: PERMEABLE

- SAFE
- INCLUSIVE FOR PROGRAMS
- FOR YOUTH! + SENIORS
- CORNER IS VERY VISIBLE
- SO MUCH POTENTIAL!
- WE NEED TO ACCESS OWNERS OF PKW LOT / RENTER HELPER
- PEDESTRIAN LIGHTING CRITICAL TO SAFETY.
- INCREASE WALKING
- CAN WE RECLAIM MORE FOR PUBLIC SPACE (IN ADDITION TO BULB OUTS)
- INFORMAL USE OF LOT FOR FLEA MARKET (BEFORE FENCE)
- OUTREACH (CENSUS + OTHER ISSUES RELATED TO POPULATION)
- TEMP PARKLET TO DISCUSS IMPROVEMENTS / 3D MODEL BY ...



PERSIA TRIANGLE
ONE-DAY DEMONSTRATION
OCTOBER 2013



PERSIA TRIANGLE
INTERIM PLAZA INSTALLATION
SEPTEMBER 2014



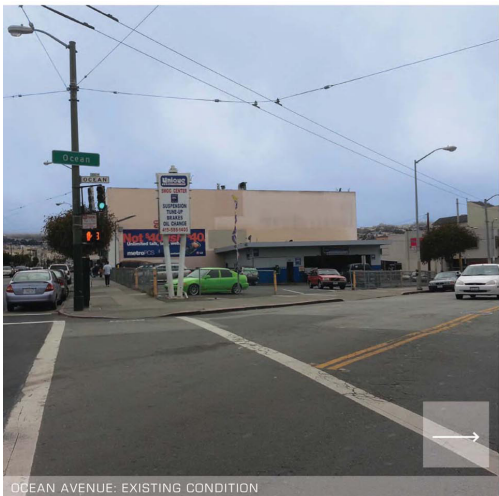
PERSIA TRIANGLE
INTERIM PLAZA OPENING
OCTOBER 2014

Pavement to Parks: Persia Triangle Permanent Plaza - COMING SOON!



WHY THIS PROJECT?

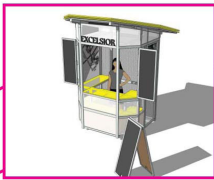
- The majority of collisions have been caused by violations to the pedestrian right of way, signaling the need for traffic calming and improved pedestrian safety
- The intersection is notoriously dark at night which is hazardous for vehicles and pedestrians
- Many in the community have complained that the Persia Triangle is also very unattractive, lacking art, color, and greenery.
- There is a limited amount of accessible and inviting public space- the site lacks seating and barriers between pedestrians and cars.



OCEAN AVENUE: EXISTING CONDITION



Design and Graphics: FLETCHER STUDIO



COMMUNITY KIOSK
Design: Architecture for Humanity

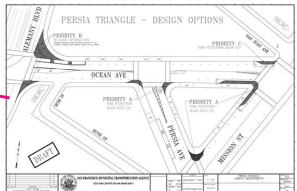


CORNER COFFEE KIOSK
Project in progress



PEDESTRIAN LIGHTING
Six new pedestrian lighting fixtures will be installed by PUC

FENCE ART
Project in progress



PERMANENT WIDER SIDEWALK (BULBOUTS)
SFMTA Pedestrian Safety Improvements and DPW Road Repaving project



CUSTOM BENCHES
Design: Youth Arts Exchange (in progress)

Transforming Persia Triangle

The Persia Triangle is fondly known as the “Heart of the Excelsior” as it is centrally located at the intersection of Mission Street, Ocean Avenue and Persia Avenue.

The temporary plaza, designed by Fletcher Studio, is a Pavement to Parks installation for the community to enjoy from September 2014 to March 2015. The plaza is the first step of a larger beautification effort that will take place in 2015 in the Heart of the Excelsior.

In March 2015, DPW will install new wider sidewalks to replace the temporary installation; PUC will install six new pedestrian lighting fixtures around the Triangle and a community kiosk will be installed by Architecture for Humanity as a place for the community to share ideas and resources. Other projects happening in 2015 will be an art installation on the fence along the Triangle, a new bench project designed and built by Youth Arts Exchange, a new mural and a food kiosk at the corner of Mission Street and Ocean Avenue.

MTA- PEDESTRIAN SAFETY IMPROVEMENTS
(funded: \$675,000)

DPW- REPAVING PROJECT
(funded: \$200,000)

PUC -PEDESTRIAN LIGHTING
Upgrades to Persia Triangle Pilot Project



ENVISIONING THE HEART OF THE EXCELSIOR



HEART OF EXCELSIOR DEMONSTRATION PROJECT

Heart of the Excelsior

The project, funded by *Pavement to Parks*, created a one-day corner plaza at the intersection of Ocean and Mission. A collaboration with Excelsior Action Group, Youth Arts Exchange and Architecture for Humanity.



EXCELSIOR COMMUNITY MARKET PILOT PROJECT

Community Market

The project, funded by *OEWD Invest in Neighborhoods* program, created a community market with local foods in the Bank of America parking lot on Persia Street.



Persia Triangle Plaza

The new temporary plaza, funded by *Pavement to Parks* and designed by Fletcher Studio Landscape Architecture was completed on September 26th, 2014.



PERMANENT PERSIA TRIANGLE IMPROVEMENTS



ANNIE ALLEY PLAZA EXISTING CONDITIONS

Neighborhood: Yerba Buena

Location: Annie Alley at Mission Street



ANNIE ALLEY PLAZA PHASE 1 - INTERIM PLAZA

Partner: Yerba Buena CBD



ANNIE ALLEY PLAZA DAY- AND WEEK-LONG DEMONSTRATIONS JULY 2012 AND MAY 2013

Partners: Yerba Buena CBD and SPUR



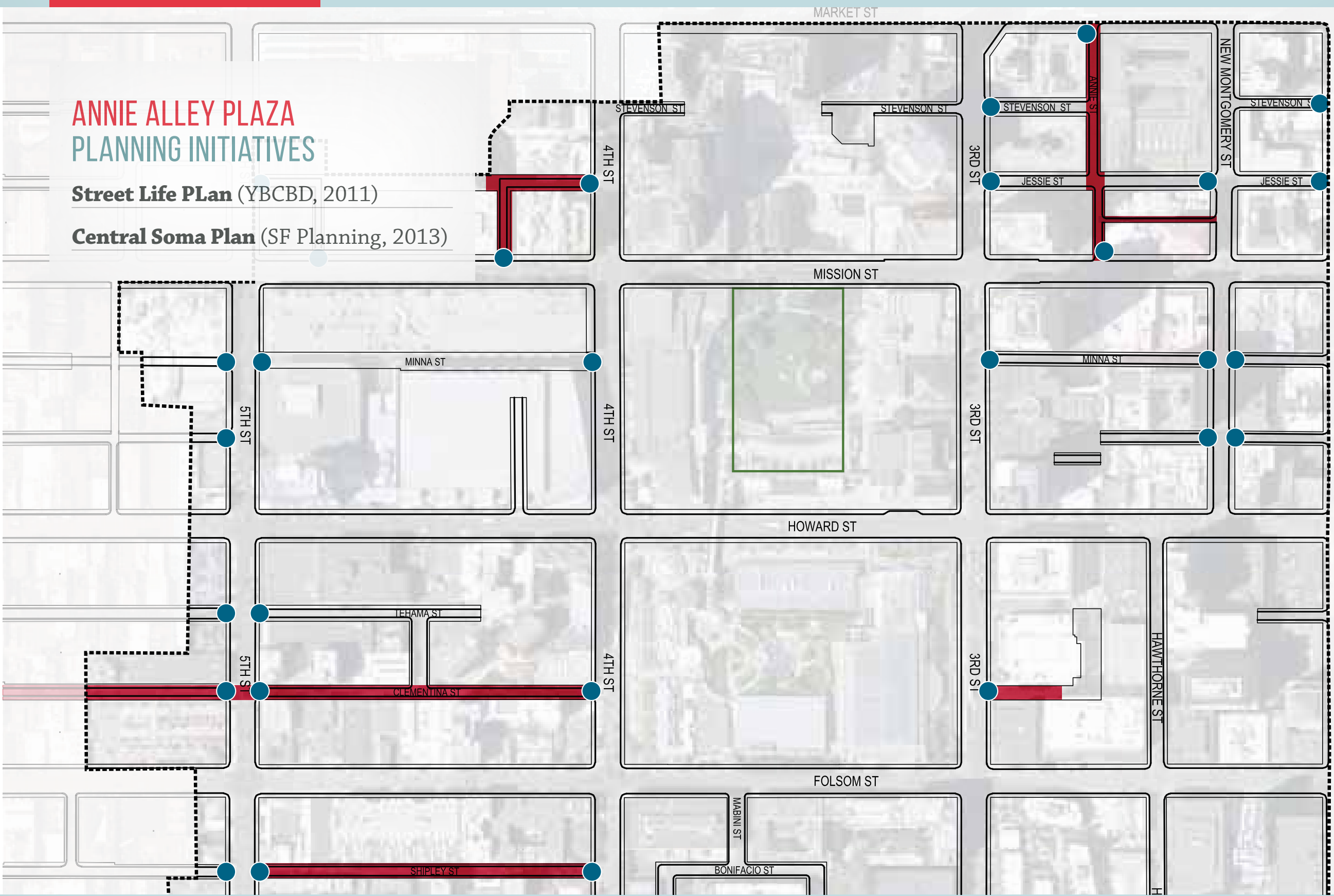
(photo by Sergio Ruiz at SPUR)



(photo by Sergio Ruiz at SPUR)

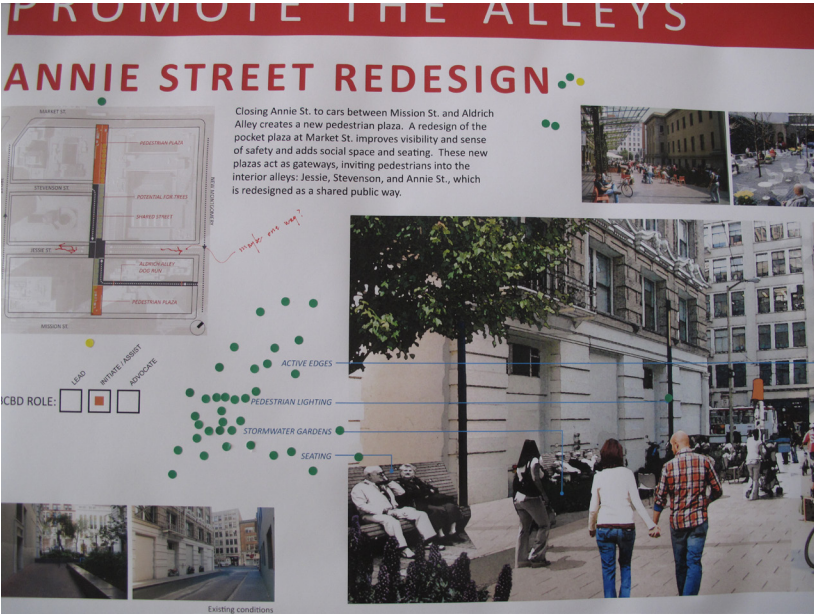
ANNIE ALLEY PLAZA
PLANNING INITIATIVES

Street Life Plan (YBCBD, 2011)
Central Soma Plan (SF Planning, 2013)



graphic by CMG for YBCBD, Street Life Plan 2011 2013

ANNIE ALLEY PLAZA
COMMUNITY OUTREACH
2012-2014



ANNIE ALLEY PLAZA
ONGOING MONITORING 2015

ANNIE ALLEY PLAZA
ONGOING PROGRAMS





4

STRATEGIC PLAN

CONTENTS

4. STRATEGIC PLAN

Plan Goals

Current Status

GOALS

1

STABILIZE PROGRAM CAPACITY

The absence of dedicated resources at partner agencies greatly impedes effective project delivery.

2

FORMALIZE INTERAGENCY ROLES AND PROTOCOLS

Precedent projects were vetted and developed through experimental processes.

3

FORMALIZE AND ADOPT BETTER PERMITS

The current set of permitting tools can be better suited to temporary projects.

4

EXPLORE FORMULATION AND ADOPTION OF LEGISLATION

Resolve complications with jurisdiction, enforcement, and fiscal sustainability.

GOALS

1

STABILIZE PROGRAM CAPACITY

The absence of dedicated resources at partner agencies greatly impedes effective project delivery.



Developed clear outline for capital funding and staff resource needs.

2

FORMALIZE INTERAGENCY ROLES AND PROTOCOLS

Precedent projects were vetted and developed through experimental processes.



Drafted an inter-agency MOU defining roles and responsibilities.

3

FORMALIZE AND ADOPT BETTER PERMITS

The current set of permitting tools can be better suited to temporary projects.



Incorporating lessons learned to streamline review and approvals.

4

EXPLORE FORMULATION AND ADOPTION OF LEGISLATION

Resolve complications with jurisdiction and enforcement.



Build upon the inter-agency MOU.

PAVEMENT TO PARKS

THANK YOU!

PAVEMENTTOPARKS.ORG

SFPAVEMENTTOPARKS@SFGOV.ORG

ROBIN ABAD OCUBILLO

ADRIENNE AQUINO

TINA CHANG

PAUL CHASAN

GARY CHEN

KAY CHENG

PAULA CHIU

JOHN DENNIS

NICK ELSNER

LYNN FONG

NEIL HRUSHOWY

GIL KELLEY

MATT LASKY

ROBERT LIM

JESSICA LOOK

MENAKA MOHAN

MARTHA KETTERER

PATRICK RACE

CARLA SHORT

RAHUL SHAH

ILARIA SALVADORI

JEREMY SHAW

GENE STROMAN

WILL TABAJONDA