TRANSFORMING THE PUBLIC REALM IN SAN FRANCISCO

NEW STRATEGIES FOR A NEW AGE

22nd Annual Building Livable Communities Conference for Local Elected Officials

Yosemite National Park, 03.16.2013
1. About The Program
2. What: Urban Interventions
3. How: Process
4. Why: Program Benefits
5. New Strategies for a New Age
1. ABOUT THE PROGRAM
ABOUT THE PROGRAM

our team:

City Design Group
San Francisco Planning Department
our inspiration:

Janette Sadik-Khan
NYC Transportation Commissioner

ReBar, San Francisco
First Park-ing Day installation in SOMA
STREETS = 25% CITY'S TOTAL AREA.
About the Program

Program Goals:

- Strengthening commerce
- Reimagining the public realm
- Fostering community interaction
program outcomes (2009-2013):

PLAZAS

Castro Plaza
Naples Green
San Jose-Guerrero Park
Showplace Triangle

PARKLET PROGRAM

3 rounds of applications + 1 just opened
35 installed
30 under design review
200+ on waiting list
2. URBAN INTERVENTIONS
WHERE:
Under-utilized right-of-way
Too much space allocated to cars
Potential for new public space
Pedestrian safety is a concern

PERMIT:
Temporary street closure
Test performance period
Legislation of new street configuration

FUNDING:
Mix of private/ public funding
Case-by-case
Average cost $ 50K
URBAN INTERVENTIONS

Pavement to Parks

plazas

Castro and 17th Street Intersection/ BEFORE
URBAN INTERVENTIONS

SITE: Castro Neighborhood
USE: Local/Tourist destination
PERMIT: Street Closure
MAINTENANCE: CBD

CASTRO PLAZA,
SAN FRANCISCO

plazas

CASTRO PLAZA, SAN FRANCISCO
URBAN INTERVENTIONS

SITE: Mission District
USE: Residential Area
PERMIT: Street Closure
MAINTENANCE: Local Non-Profit

San Jose-Guerrero Park, San Francisco
URBAN INTERVENTIONS

SITE: Excelsior Neighborhood
USE: Residential Area
PERMIT: Street Closure
MAINTENANCE: City

plazas
Naples Green, San Francisco
URBAN INTERVENTIONS

SITE: Showplace Square
USE: Light Industrial Area
PERMIT: Street Closure

plazas

Showplace Triangle, San Francisco
parklet program:

WHERE:
Parking lane

PERMIT:
Temporary installation (2 PILOTS)
Test performance period
Permit system (TRANSFORMED PILOTS INTO PROGRAM)

FUNDING:
Private sponsor
Average cost $10k-15K per space
Hmmm... how can I get a parklet built in my neighborhood?

REQUEST FOR PROPOSAL #4:
OPEN!! MARCH 5, 2013
PARKLET PROGRAM: ROLES AND RESPONSIBILITIES

Stakeholder Roles

- Intake
- Design Review
- Transportation Review
- Bike Coordination
- Permitting
- Inspection

Applicant Roles

- Design
- Permitting fees
- Materials
- Construction / Installation
- Ongoing Maintenance
- Removal / Change of Ownership
Costs

Design
$500 - $4,000 (Typically 10-15% of total project cost)

Materials and construction
$20,000 - 35,000

Fees
$991 = BASE FEE + INSPECTIONS
$650 = PARKING METER REMOVAL
$221 = RENEWAL / EACH YEAR

Pro-bono services and donated materials
$2,000 - $30,000
Parklets are public

+ Open to all members of the public
+ Cannot ask someone to leave parklet to make space for customers
+ No Table Service (Customers need to pick up their food inside)
+ Can bus tables
PARKLET PROGRAM: APPLICANT RESPONSIBILITIES

Parklets are maintained by sponsors

+ Upkeep and maintenance
+ Permit renewal
+ Removals and change of ownership
+ Request for information
PARKLET PROGRAM: PROCESS

Time Line

INITIAL APPLICATION
Due April 17

PUBLIC NOTICE
10 days

DESIGN DEVELOPMENT
6 Months with possible extension

INTERDEPARTMENTAL REVIEW
Varies

CONSTRUCTION & INSPECTIONS
Within 6 months of permit issuance

Shortlist Selection

Potential Public Hearing

Final Construction Documents Received within 6 months

Permit Issued

Potential 6 Month Extension

Potential 6 Month Extension
PARKLET PROGRAM: SITE DESIGN

Polk Street
Host: Quetztal Cafe

24th Street, Noe Valley
Host: Martha’s Bros. Cafe

Powell Street, Downtown
Host: Audi

1 SPACE

2 SPACES

MULTIPLE SPACES
**PARKLET PROGRAM: SITE DESIGN**

**design considerations:**

**IMPORTANT ISSUES:**

- Drainage: maintain water flow along curb
- Street slope: <5%
- No bolting to pavement allowed
- Utilities: check for location
- Bike Parking
- Color curb zones: changes need to be legislated

**Divisadero Street**

**Parklet installation**

**6’-WIDE**

**20’-LONG**

**4’-SETBACK**
URBAN INTERVENTIONS

SITE: Mission Neighborhood
SPONSOR: Bike shop
USE: Seating/ Bike repair
+ Bike corral;
PARALLEL PARKING (1)

Valencia Street
Host: Freewheel Bicycles
URBAN INTERVENTIONS

SITE: Mission District
SPONSOR: Art Gallery
USE: Seating, Play
PARALLEL PARKING (1)

22nd Street Street
Host: Fabric 8
URBAN INTERVENTIONS

SITE: Divisadero
SPONSOR: Coffee/ Bike shop
USE: Seating
PARALLEL PARKING (2)
URBAN INTERVENTIONS

SITE: Mission District
SPONSOR: Coffee Shop
USE: Seating, bike parking
PARALLEL PARKING (3)

Valencia Street
Host: Four Barrel Coffee
URBAN INTERVENTIONS

SITE: Sunset District
SPONSOR: Bakery
USE: Seating, people watching
DIAGONAL PARKING (2)
URBAN INTERVENTIONS

SITE: Mission District
SPONSOR: Resident
USE: Play
PARALLEL PARKING (1)

Deepistan National Parklet
Host: Resident
URBAN INTERVENTIONS

SITE: Downtown
SPONSOR: Audi
USE: Seating, people watching
PARALLEL PARKING (Block)

PARKS TO PAVEMENT

Powell Street Promenade
Host: Audi
URBAN INTERVENTIONS
SITE: Downtown/ Multiple
SPONSOR: Yerba Buena CBD
USE: Seating
PARALLEL PARKING (1)
4. WHY: BENEFITS
TODAY

GREAT INTEREST IN PARKLETS

- 35 installed
- 30 under design review
- 200+ potential sponsor on waiting list
- NEW RFP OPEN

INTERVIEWS TO SPONSORS SHOW INCREASE IN BUSINESS

PAVEMENT TO PARKS RESEARcH LAB- POST-OCCUPANCY EVALUATION OF PROJECTS

Mission Community Market,
Near 22nd street and Bartlett parklet
Host: Neighborhood Collaborative

ECONOMIC BENEFITS:

WHY: BENEFITS
social benefits:

DEMOCRATIC SPACE
- application open to everyone
- less emphasis on design skills
- emphasis on neighborhood participation in the design/ construction process

INCREASED PUBLIC SPACE
- more space allocated to the City’s public realm

HUMAN INTERACTION
- neighborhood interaction
- new connections and partnerships

SPILLOVER INTO NEIGHBORHOOD
- parklet as seed for greater urban regeneration process

Deepistan National Parklet
Wedding event, August 2012

PARKS
PAVEMENT
5. New Strategies for a New Age: NEXT GENERATION OF PUBLIC SPACES
UPCOMING INTERVENTIONS

SITE: Downtown
PARTNERS: YBCDB
USE: New plaza
PERMIT: Temporary Street Closure

annie alley pocket plazas
UPCOMING INTERVENTIONS

SITE: Excelsior Neighborhood
PARTNERS: AEG and others
USE: Corner Plaza, Community Market
PERMIT: Temporary Street Closure

Persia Triangle
Prototyping for public space activation

street stage

bike corral competition

UPCOMING INTERVENTIONS

SITE: Citywide
USE: Space activation
PERMIT: TBD

www.ybcbd.org

portable bicycle corral
DESIGN COMPETITION

- information session February 25, 2012 noon at SPUR
- all entries will be part of an exhibition at SPUR in April
- winning entry will receive:
  $500 cash prize
  fabrication of prototype for Verbena Business Improvement District

Registration and competition rules available at www.ybcbd.org