

R O N I C L E B

SF PARKLET

Perkins+Will Innovation Incubator - Phase I



contents

1. OVERVIEW	5
2. CITY AND COMMUNITY LIAISON	9
3. LOCATION ANALYSIS	15
4. PARKLET INSPIRATION	33
5. DESIGN STUDIES	49
6. NEXT STEPS	79





1. Overview

open space opportunity

THE OPEN SPACE OPPORTUNITY

TURNING PAVEMENT TO PARKS

Local design firms, non-profits, community organizers, and residents in San Francisco have inspired a recovery of paved spaces recreated as urban oases. The city of San Francisco, along with designers, have begun to turn small paved intersections and parking spaces into artistic green spaces and sidewalk extensions. The official name for the city program is Pavement to Parks, which has created quite a stir within the local city community. The San Francisco Tourism Bureau hopes that the projects will add interest to neighborhoods and attract foot traffic to local businesses. In general, community members have responded well to the recapturing of urban space from automobile use and many generally acknowledge the value of quality pedestrian spaces and urban environments as well as alternative transportation needs.

In an effort to contribute to this new movement and lend our expertise in design and urban planning, a group from our San Francisco office have proposed to work with Pavement to Parks to design and implement a parklet in San Francisco, in the South of Market (SOMA) neighborhood in which our office is located. Through our Innovation Incubator, this group has begun the process of research, information gathering and coordination with various parties and entities to make the project a reality.

San Francisco's streets and public right-of-ways make up fully 25% of the city's land area, more space than found in all of the city's parks. Many of the streets are excessively wide and contain large zones of wasted space, especially at intersections.

San Francisco's new "Pavement to Parks" projects seek to temporarily reclaim these unused swathes and quickly and inexpensively turn them into new public plazas and parks. During the temporary closure, the success of these plazas will be evaluated to understand what adjustments need to be made in the short term and ultimately whether the temporary closure should be a long term community investment.

A Parklet is a type of Pavement to Parks project. Parklets repurpose two to three parking stalls along a block as a space for people to relax, drink a cup of coffee, and enjoy the city around them. Parklets do this by building out a platform into the parking lane so that the grade of the sidewalk gets carried out into the parking lane. On the platform, benches, planters, landscaping, bike parking, café tables and chairs come together to provide a welcoming new public space. The city is analyzing the potential for at least a dozen additional sites to receive Pavement to Parks in 2010.

“

...to slow down the day and allow people to pause and reflect and connect with one another. It's about bringing community together, bringing people together, and slowing down the pace of life in this frenetic urban environment we call home.

... we're taking the creativity of the city and all the talented folks, and they're stepping up and helping support the city. ”

San Francisco Mayor Gavin Newson,
at the official launch of two Pavement to Parks projects



Pavement to Parks is a collaborative effort between the Mayor's Office, the Department of Public Works, the Planning Department, and the Municipal Transportation Agency.

BACKGROUND

San Francisco's streets and public rights-of-way make up 25% of the city's land area, more space than is found in all of the city's parks. Many of our streets are excessively wide and contain large zones of wasted space, especially at intersections. San Francisco's new "Pavement to Parks" projects seek to temporarily reclaim these unused swathes and quickly and inexpensively turn them into new public plazas and parks. During the temporary closure, the success of these plazas will be evaluated to understand what adjustments need to be made in the short term, and ultimately, whether the temporary closure should be a long term community investment.

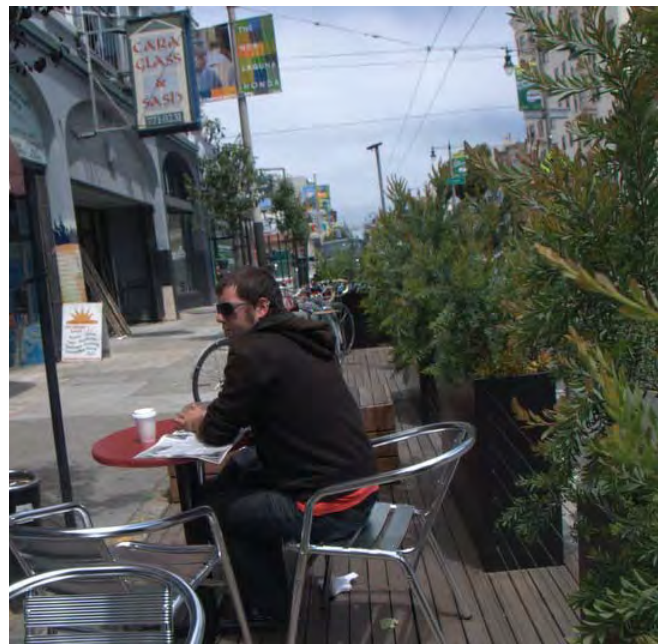
PRECEDENT

San Francisco's Pavement to Parks projects are inspired by the recent success of similar projects in New York City - where plazas and seating areas have been created in excess roadway simply by painting or treating the asphalt, placing protective barriers along the periphery, and installing moveable tables and chairs. Streets such as Broadway have been transformed into more inviting and pedestrian-friendly spaces through New York's efforts.

DESIGN

Each Pavement to Parks project is intended to be a public laboratory where the city can work with the community to test the potential of the selected location to be permanently reclaimed as public open space. Materials and design interventions are meant to be temporary and easily moveable should design changes be desired during the trial-run. Seating, landscaping and treatment of the asphalt will be common features of all projects.

<http://sfpavementtoparks.sfplanning.org/>



More info on the Pavement to Parks programs:

<http://opinionator.blogs.nytimes.com/2009/09/22/pavement-to-parks/>

<http://www.rebargroup.org/projects/pavementtoparks/>

<http://www.streetfilms.org/san-francisco-carves-a-park-from-the-midst-of-its-pavement/>

<http://www.streetfilms.org/people-parklets-and-pavement-to-parks/>

<http://sf.streetsblog.org/2010/02/25/mayor-newsom-announces-12-new-pavement-to-parks-projects-for-2010/>

SF PARKLET: MODULAR KIT OF PARTS

THE PROJECT

The goal of SF Parklet: Modular Kit of Parts is to develop the design of a set of modular pieces that can be combined to create a parklet, forming different elements such as benches, tables and planters. These modular pieces will act as building blocks with numerous possible combinations, creating unique parklets that respond to the specific location/community they serve. The pieces will be designed taking into consideration innovation, sustainability (cradle-to-cradle model), flexibility/versatility and affordability.

We believe this is an ambitious goal and accomplishing it requires the team's collaboration with the city's Pavement to Parks program, the local community and the users.

Given the limited time and funds allocated by the Innovation Incubator, and understanding that the project could not be completed by the Incubator's deadline of August 30th, we have divided the project in two phases. Sections 1 to 5 of this book include the findings and progress made in Phase I; section 6 presents the goals, scope and schedule for Phase II, which constitute our submission for the Fall 2010 Innovation Incubator Microgrant, without which our project could not continue into Phase II.

Phase I - April to August 2010

Goals (Accomplished):

1. Develop a relationship with the Pavement to Parks program. Understand the role of the program and design guidelines and expectations for implementation of a parklet in the city.
2. Develop further planning criteria for the location of future parklets in the city. Use real empirical data to analyze favorable conditions for siting our SOMA parklet and future parklets.
3. Find a site in the SOMA neighborhood that would be suitable for the first prototype. Establish and work with local partnering business to secure the site.
4. Information gathering and analysis of existing Pavement to Parks plazas and parklets, development of precedents, and initial programmatic ideas.
5. Develop basic user needs and design requirements.
6. Initial Design Exploration

Phase II - September 2010 to February 2011

Goals:

1. Receive permit from the city to install a temporary SOMA parklet in selected parking stalls.
2. Complete design development of modular kit of parts.
3. Develop building documents for fabricators.
4. Build and install SOMA parklet!



2. City and Community Liaison

Meetings with Pavement to Parks + Partnering Businesses

CONNECT WITH PAVEMENT TO PARKS

MEETING WITH ANDRES POWER

Andres Power from the City Design Group, SF Planning Department manages all Pavement to Parks projects. The team met with him on May 18, 2010 to talk about the goals and scope of SF Parklet: Modular Kit of Parts, site requirements, steps and recommendations to move the project forward. Andres expressed great interest on the project and strongly supports our initiative.

The main topics discussed were:

Pavement to Parks Program

- The city is extremely happy with the success of existing parklets and plazas and is working on implementing a dozen more by the end of the year.
- To date the parklets/plazas have become a reality due to strategic partnerships among designers (firms or individuals) that donate their time and services, an entity/business adjacent to the area committed to maintain the space and in-kind and money donors interested in the success of the project. These partnerships, although successful, are not easy to find and create, making the current process of implementing parklets/plazas a privileged one not available to the majority or the average San Francisco resident.
- Currently parties interested in implementing a Parklet/Plaza will get a 6 month temporary installation permit, renewable for another 6 months. After this 12 months and if the project has proven to be well received by the community and successful in all aspects, the Parklet/Plaza may become permanent.
- To help the process of installing new parklets/plazas and encourage the appearance of these types of public spaces, Pavement to Parks is working on developing Design Guidelines and a Permit System. This will serve as the official

mechanism for any party interested in building a parklet or plaza to propose a site and get approval by the city to implement it.

- As part of this effort of making it easy for anyone to apply for a parklet/plaza permit and making it a reality, Pavement to Parks is interested in the development of readily available, “off-the-shelf” and/or modular solutions that are affordable and minimize the need of partnerships with designers, fabricators and donors.
- Currently the closest to a modular solution is the 22nd St. Parklet (by Rebar) uses a series of modular sections, based on function, placed next to each other. This solution, although modular, is expensive (\$15,000 per parking stall), labor intensive and not legally replicable by anyone other than Rebar. A design solution that could bring the cost of one parking stall Parklet to \$5,000, and available for anyone to acquire will be ideal.

Location + Site Selection

- Parklets should be located in low to medium vehicular traffic two-way streets.
- Parklets should not be located in high traffic streets, one way streets or tow away sections of the street.
- Parklets should be located in front of or adjacent to businesses or entities interested in having a

parklet become a destination, and should commit to maintaining the parklet.

Components

- A sturdy, secure form of barrier must be installed along the edge of the parklet that borders the street, separating the users from vehicular traffic. When designing a parklet safety should come first.
- If furniture (moveable) is part of the parklet the business/entity pays a fee to the city equivalent to the existing fee required to have outdoor furniture on sidewalks. The maintaining entity is also in charge of the furniture, moving it inside at night. If the furniture is fixed and embedded onto the parklet built structure then no fee is required.
- Materials selected should be durable and resilient to the elements, withstanding wear and tear for a minimum of 2 years, ideally lasting more than 10 years.

CONNECT WITH LOCAL BUSINESSES

MEETINGS WITH CHRONICLE BOOKS AND IRNSIDE CAFE

Based on Andres Power's recommendation on finding a location with adjacent and/or fronting businesses interested in maintaining the parklet and making it a neighborhood destination, the team went scouting for areas that met these characteristics, as well as the requirements required by the pavement to parks program.

The team interviewed several business owners/managers and found special interest from 2 businesses located next to each other on 680 2nd Street: Ironside (restaurant) and Chronicle Books. Even though these are separate businesses they both share the space of a historical building designed in 1913 and originally occupied by Moore & Scott Ironworks. "Throughout two world wars, a period of construction of some of the greatest bridges on earth, and an era of astonishing progress in science and technology, the products and services of Moore & Scott Ironworks played a significant and fascinating role. In its shipyards more than 200 vessels were constructed and thousands were dry docked and repaired. In its shops, steel was fabricated for many beautiful bridges including local landmarks like the Bay Bridge, Dumbarton Bridge and the Third Street Bridge" (from Ironside's framed building history displayed on the restaurant walls).

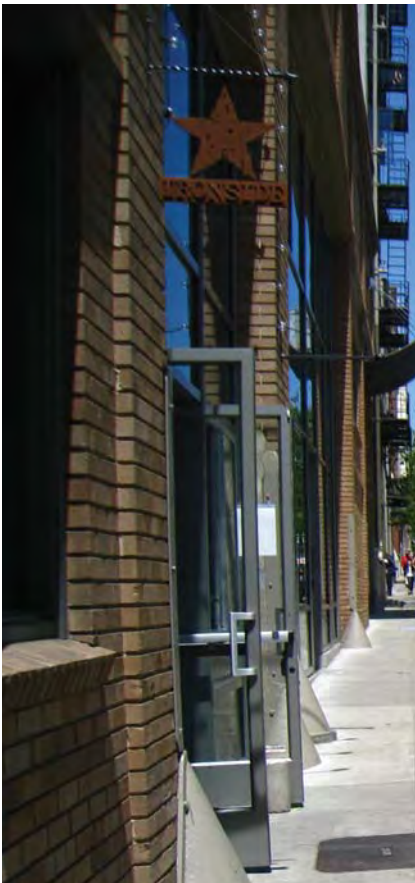
Once the team confirmed with Pavement to Parks that this location on 2nd Street was appropriate we contacted the business owners to talk about the possibility of placing a parklet in front of their spaces. Below are the main findings resulting from the initial meetings.

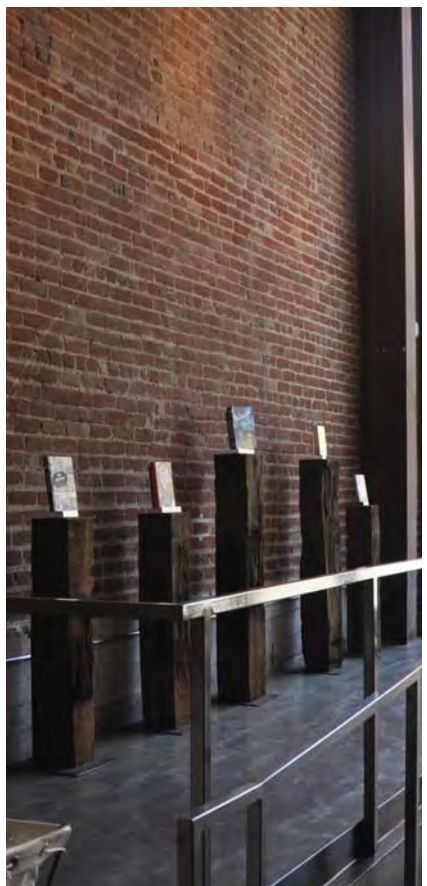
Meeting with Chronicle Books

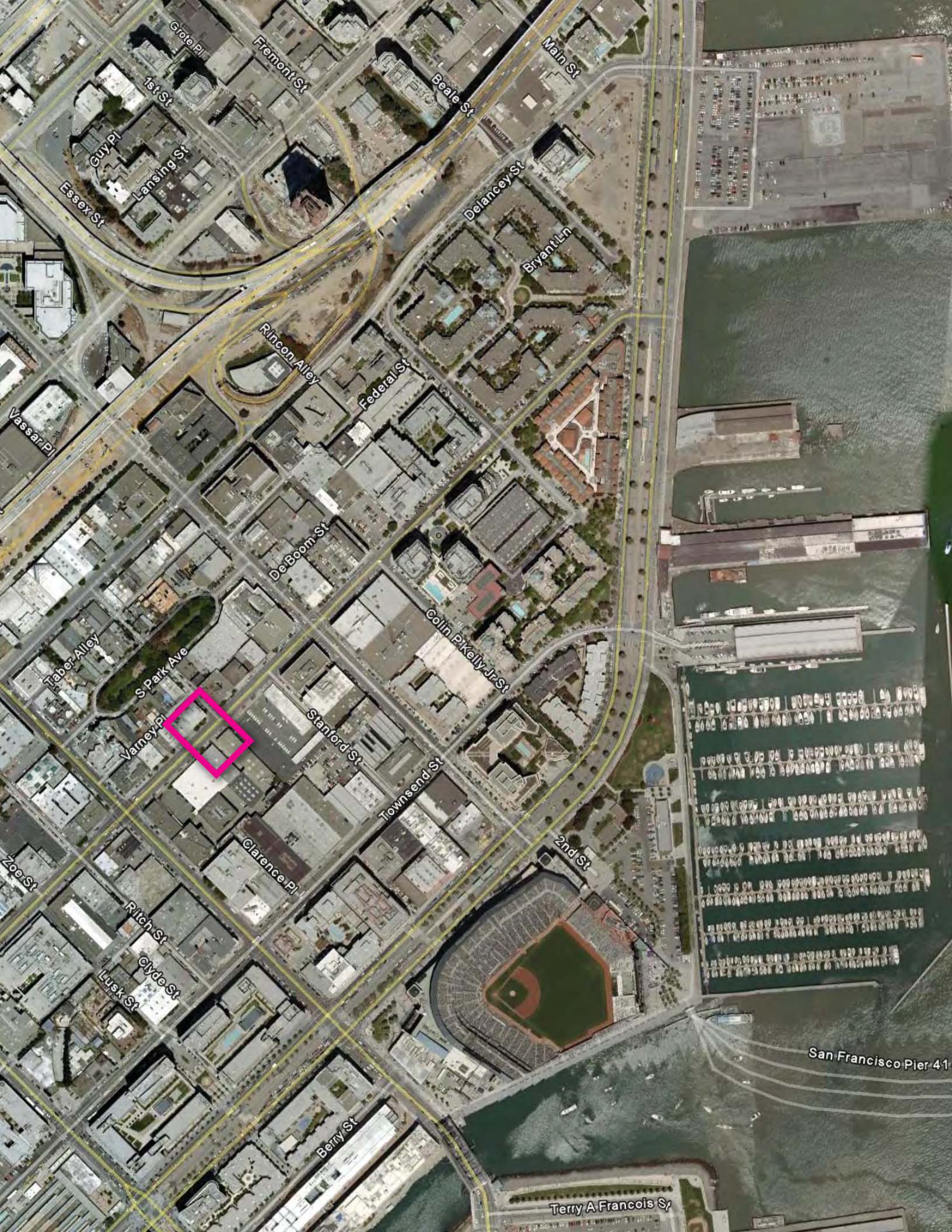
- Chronicle Books is extremely interested in working with us to design and install a parklet in front of their offices and store. They are familiar with the Pavement to Parks program and think it is a great opportunity to be part of the process to make the SOMA parklet a reality.
- Their location on 2nd Street has a total of 178 employees. The majority walk or bike to work. About twenty of the employees participated in the last park(ing) day in the location now proposed for the parklet. Most employees use either South Park or Embarcadero Park for lunch trips. The back alley of the building is also often used for breaks, and benefits from a southern exposure.
- The proposed site of the parklet is a designated taxi zone, intended for taxi drop-off during Giants games. However taxis do not actually use the zone on game days. The zone is often used by municipal authorities like the fire department to park their vehicles.
- The busiest time of day on the street is the lunch hour, with foot traffic being steady until around 4 or 5pm. There is a smaller crowd that comes to Ironside for dinner. Throughout the day, Ironside is a popular coffee destination. On game days, foot traffic on the streets increases, but Giants fans are usually only passing through on the way to the game.
- The building has a porter, who sweeps the street three times a week and waters the street trees. The porter could potentially be tasked with maintenance responsibilities to the future parklet. Loose paper litter is currently the biggest maintenance problem.
- The owner expressed an interest in greenery, saying that most streets in the neighborhood were barren and lacked vegetation. The client expressed admiration for the work of Topher Delaney (<http://www.tdelaney.com/>) a local landscape architect.
- Chronicle Books publishes many food related books. The food publicist at the company is currently making contacts with various food vendors in the city. There is interest in attracting food carts to the area as part of a marketing opportunity or street festival.
- Ironside would like to increase the visibility of the restaurant signage. The parklet could be an opportunity for Ironside to advertise itself more visibly.

Meeting with Ironside

- Like their neighbor Chronicle Books, Ironside owners are very interested in having a parklet fronting their restaurant, and are committed to participate in this initiative.
- The main benefit to Ironside would be expanding the area for their customers to sit, especially since outdoor seating is widely sought out and currently not available
- Ironside would like to increase the visibility of the restaurant signage. The parklet could be an opportunity for Ironside to advertise itself more visibly.
- They are open from 8 am to 10 pm, serving morning pastries and coffee, lunch and dinner. They also have a happy hour offering in the afternoon.
- Their morning customers are a mix of residents and people that work in the area, the lunch crowd is mostly people that work in the vicinity and the dinner patrons are residents.
- They also noted that the few parking spaces right in front of the restaurant are designated as taxi pick-up/drop-off on (baseball) game days, but this zone is hardly used for that. These spots actually tend to be free because of the highly priced meter fees.
- They would be happy to do maintenance of the parklet.
- They are interested in meeting with Andres Power to hear more details on the legal implications and requirements as a parklet frontage sponsor business.







Grote Pl

Fremont St

Main St

Beale St

1st St

Guy Pl

Lansing St

Essex St

Delancey St

Bryant Ln

Rincon Alley

Federal St

Vassar Pl

DeBoom St

Colin P Kelly Jr St

Taber Alley

S Park Ave

Varney Pl

Stanford St

Townsend St

2nd St

Clarence Pl

Zoe St

Ritch St

Lusk St

Clyde St

Berry St

Terry A Francois St

San Francisco Pier 41



3. A Case for SOMA Parklet

Evaluation Criteria and Selection of Sites



The selection of a SOMA parklet site was in part fulfilling the criteria for selection as spelled out by Pavement to Parks, as well as satisfying the parklet team's personal desire to have more open space around their China Basin office.

In choosing a suitable site within the core of San Francisco, the team posed a series of questions to help identify and map out certain starting points to begin the search for a new parklet. These questions were:

- Where do people “park”?
- Where do people [not] drive?
- Where do people walk and bike?
- Where do people live?
- Where do people work?

Coincidentally, the neighborhood least served by open spaces is also where SOMA used to be heavily industrial and manufacturing but was quickly becoming the home to many new tech start-ups, dense residential condos, and a burgeoning population of young residents looking for more amenities in the area. This poses a crucial opportunity to add an amenity that has proven popular in other similar neighborhoods, such as along Divisadero near NOPA and at 22nd Street in the heart of the Mission.



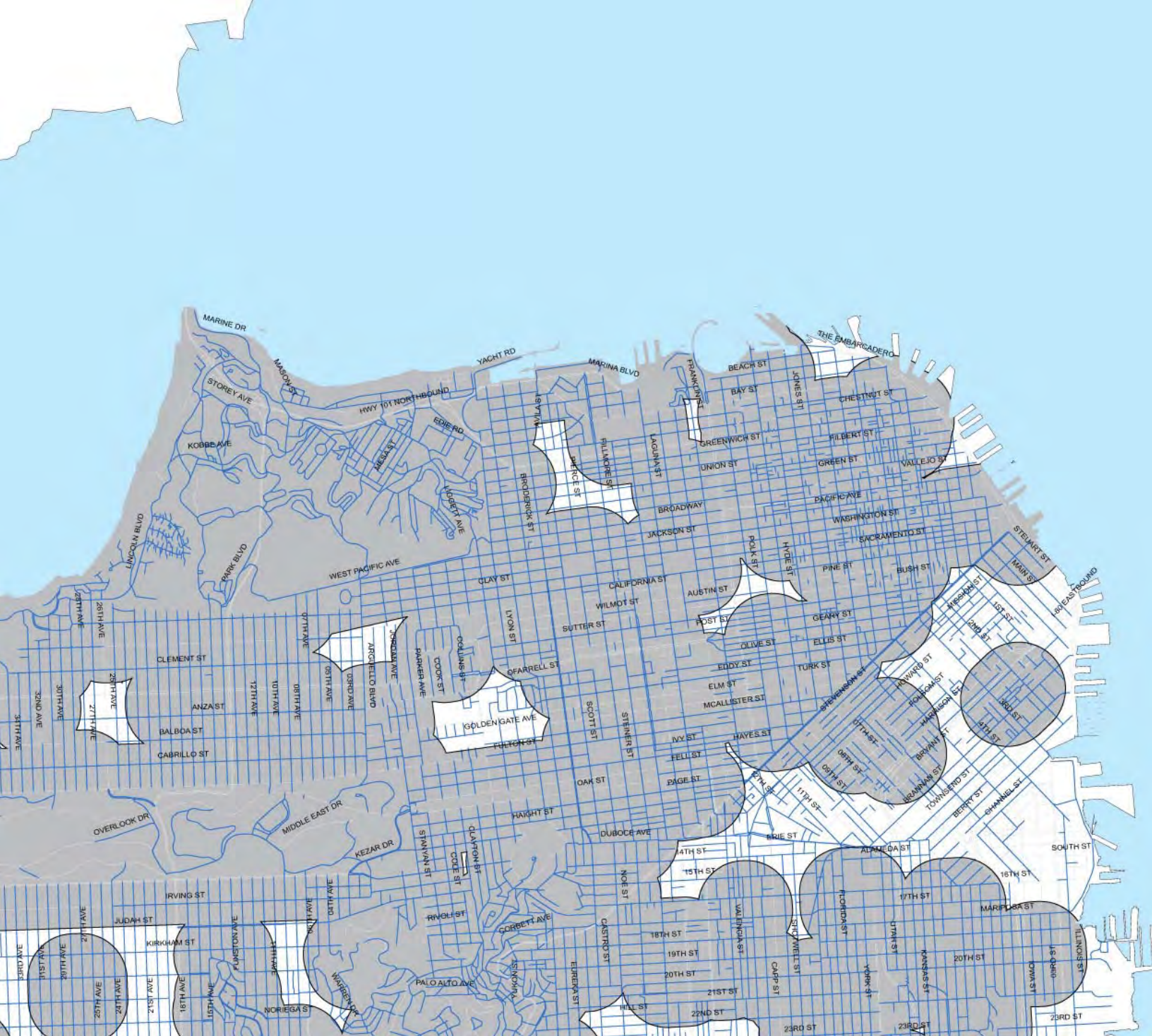




1. Lack of public space in the surrounding neighborhood

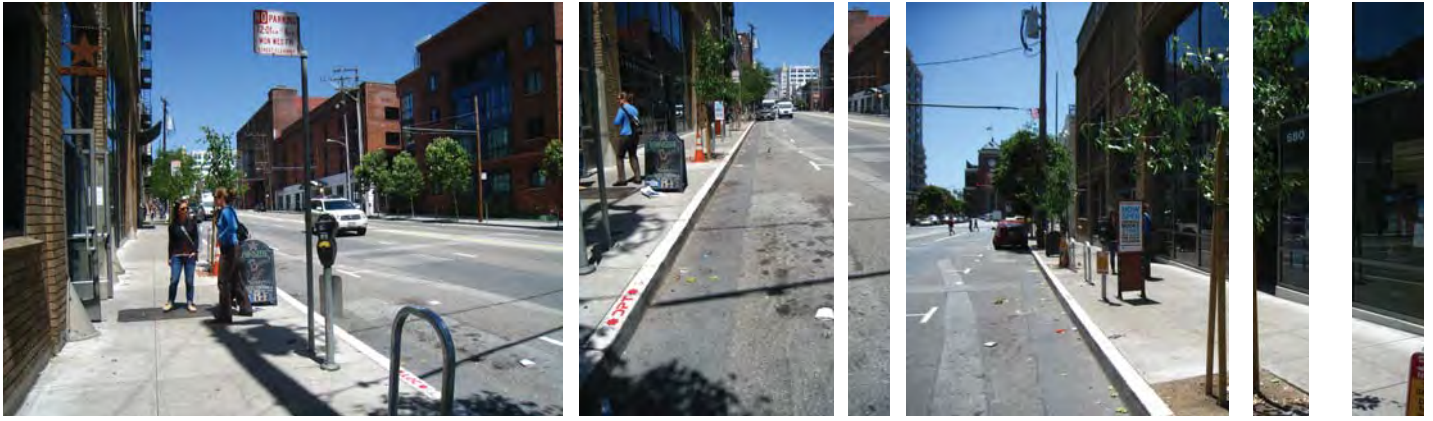
San Francisco is a city that is abundant with parks and open space opportunities, with 6,377 acres* of public open spaces, much of which is located in Golden Gate Park. In nearly every neighborhood in the northern portion of the city, residents are never more than a 5 minute walk, or quarter mile distance, from the nearest park or plaza. The only major exception is SOMA, where South Park is the only neighborhood open space amenity besides the Embarcadero waterfront.

* Source: San Francisco Department of Recreation and Park and San Francisco Planning Department City and County of San Francisco Department of Public Health Environmental Health Section. 2009.



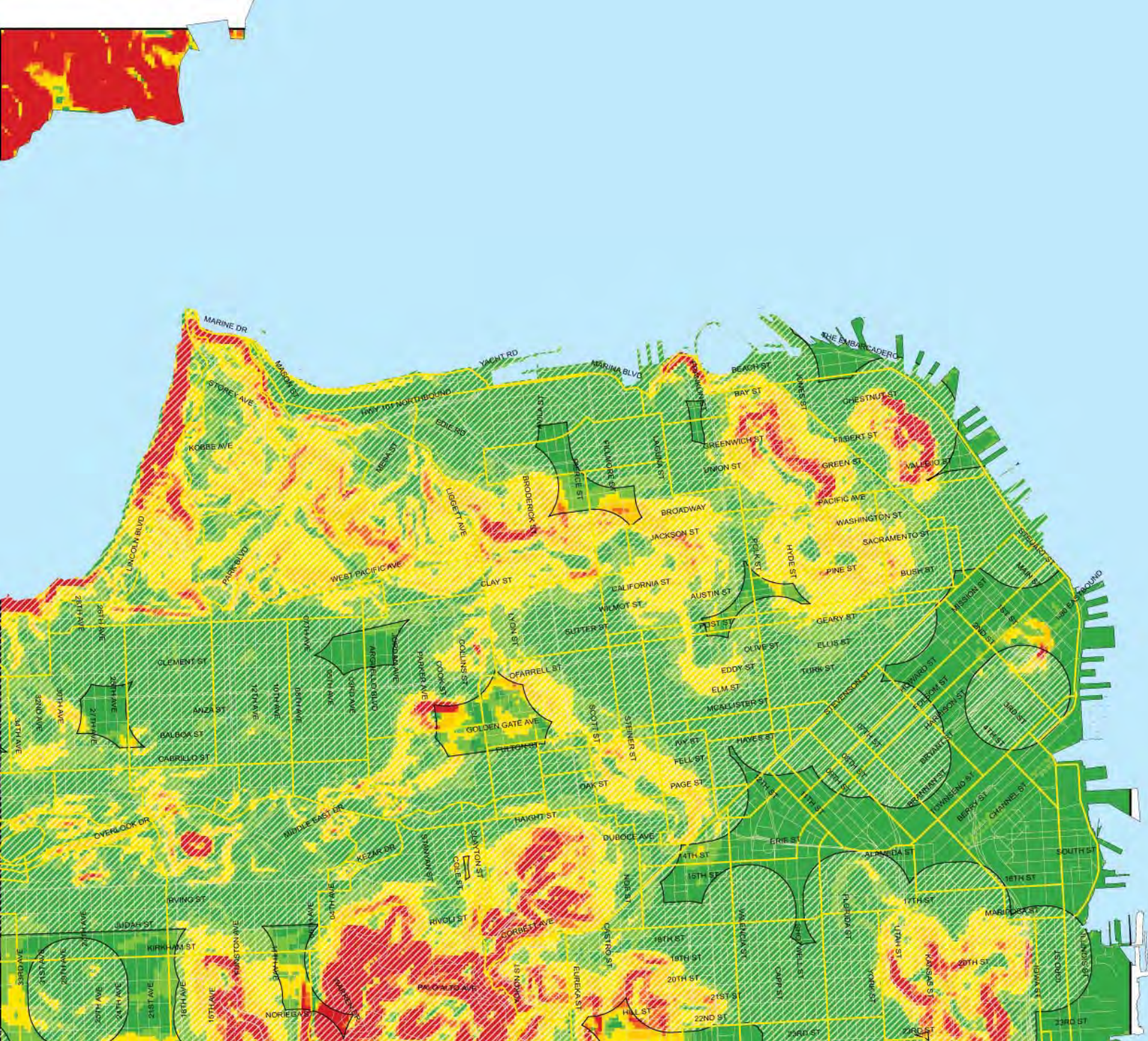
WHERE DO PEOPLE [NOT] DRIVE?

Streets with speed limits of 35mph or lower



2. Sizeable area of under-utilized roadway

Since parklets occupy space in the public roadway, suitable locations are those where traffic flow is relatively calm and sidewalk conditions are adequate for pedestrians. Unsurprisingly, many of the roads in northern San Francisco where speed limits are at 35mph and below are located in more residential areas, where they often dead-end or run alongside existing parks. Due to the industrial nature of much of SOMA and proximity to the on-and-off ramps of I-80 and 101, many of the roads are designed to serve heavier flows of traffic, with 3 to 4 lanes in each direction, and additional lanes designed for trucks to double-park. Few streets offered a relatively sizeable area of under-utilized roadway that connected fully east-west or north-south within SOMA, but a possible location was 2nd Street since it offered 4 lanes across, and had traffic in both directions, with ample metered street parking spaces. It also connected the entire length from SOMA residential neighborhoods through a retail corridor and into the downtown commercial district.

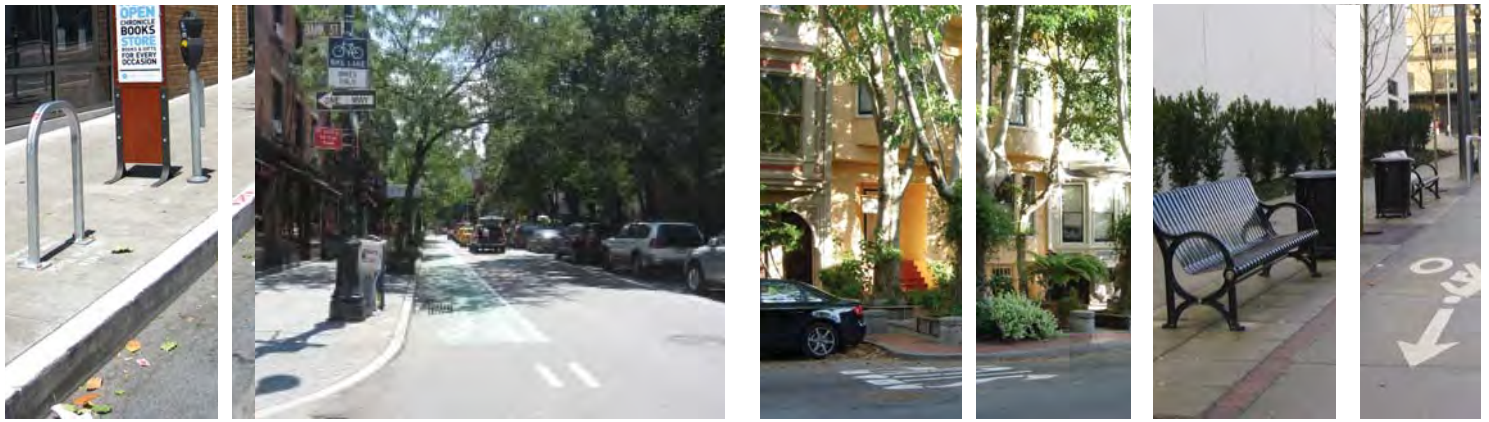


SLOPE (DEGREES)



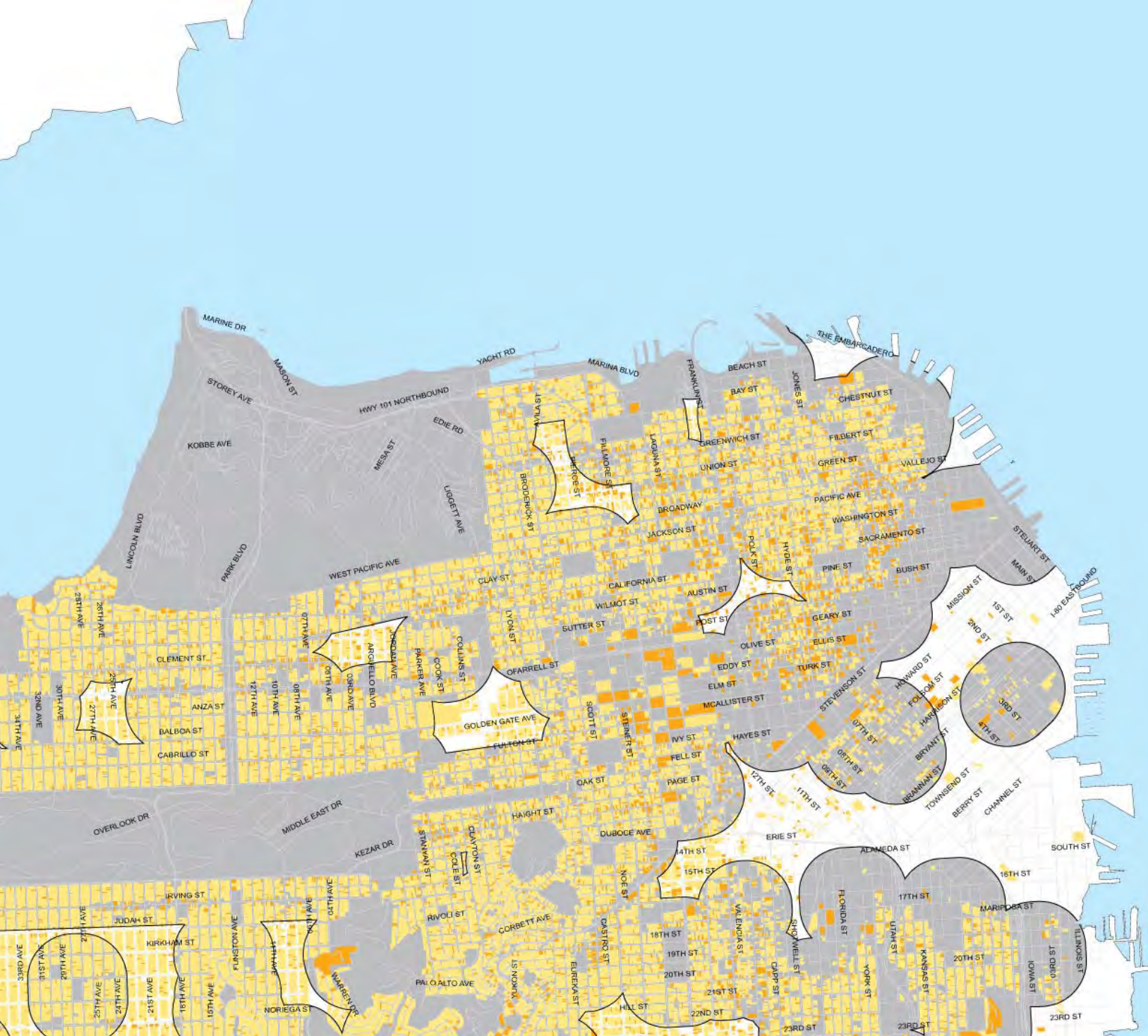
WHERE DO PEOPLE WALK AND BIKE?

Existing Bike Routes and Slope Conditions



3. Potential to improve pedestrian and bicyclist safety via redesign

Not only do parklets offer a relatively easy urban solution to open space, they have enormous potential to improve the safety and experience of pedestrians and bicyclists. Ironically, the neighborhood that had the flattest topography also had the greatest lack of open space. Many of San Francisco's existing parks and open spaces are situated in areas with significant slopes, which offer wonderful vistas, but pose a challenge for some pedestrians and bicyclists. SOMA, on the other hand, is easily walkable and bikeable and already has a well-connected bike network. Again, along 2nd Street stood out as an obvious location to place a parklet, since there was already an existing bike lane running both directions and relatively well-maintained sidewalks of roughly 10' in width.



WHERE DO PEOPLE LIVE?

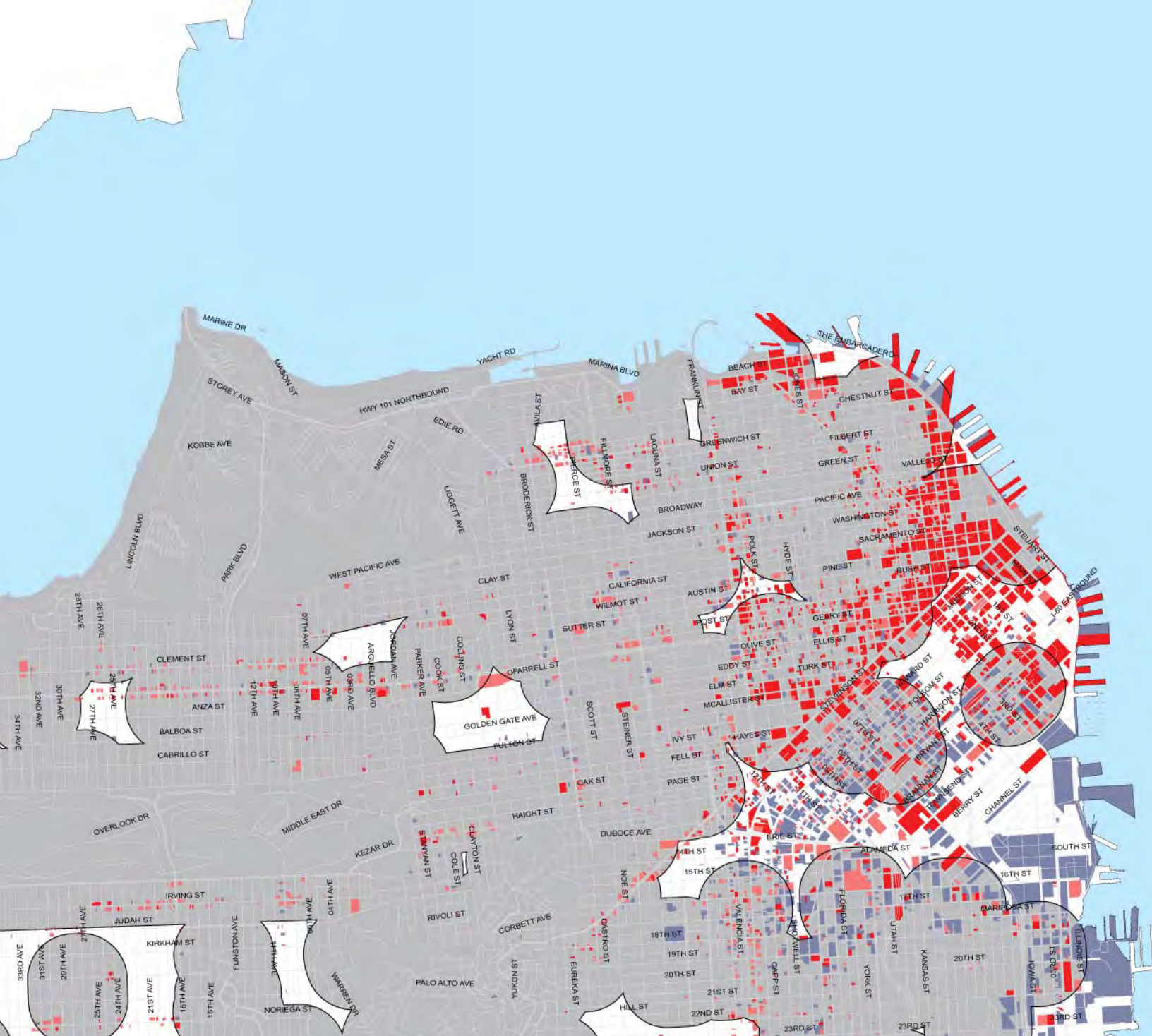
Residential Areas



4. Surrounding uses that can attract people to the space

While the majority of open spaces are located near existing residential neighborhoods, SOMA has a population of 10,490 and is one of the fastest growing new neighborhoods in San Francisco. With its proximity to Mission Bay, the rapid conversion of industrial spaces to residential and live/work lofts, the need for more parks and open spaces in this neighborhood is paramount. The current density of SOMA is 13,131 residents per square mile¹, which is similar to the density of the Sunset and Richmond neighborhoods, but new developments are trending on the side of more upscale high rises.

¹ <http://www.city-data.com/neighborhood/South-Of-Market-San-Francisco-CA.html>



WHERE DO PEOPLE WORK?

Location of Commercial, Manufacturing, and Industrial Land Uses



5. Identified community or business steward

In addition to being located near residents, it is also important for the success of a parklet to be near businesses and a supportive community that will help it become a popular place during the day. With its proximity to the downtown financial offices and commercial districts, as well as cultural institutions around Yerba Buena Gardens, SOMA is a strong hub of San Francisco's daytime activity. The 2nd Street retail and commercial corridor stood out as a strong choice to locate a SOMA parklet because the area is already supported by compatible uses such as coffee shops, restaurants, and bars, in addition to several high-tech startups as well as established design and advertising firms. The 2nd Street retail corridor mainly serves a heavy lunch and happy hour crowd, and a parklet would allow the stores to provide more seating, especially outdoors.

SOMA: A BRIEF HISTORY

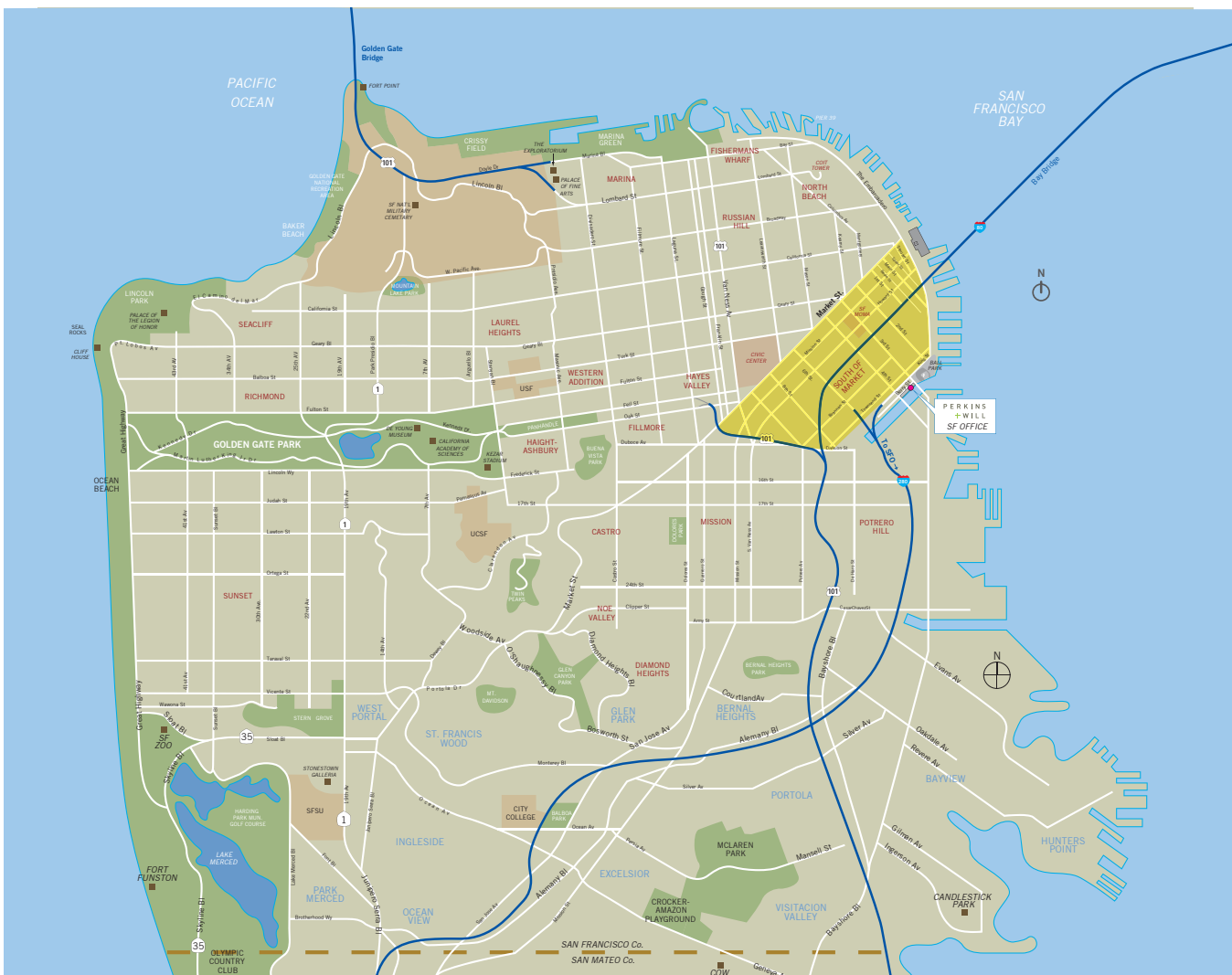
South of Market (SOMA) is a large district, sprawling from the Embarcadero to Eleventh Street, between Market and Townsend. The neighborhood is a patchwork of warehouses, auto repair shops, swanky nightspots, residential hotels, art spaces, loft apartments, furniture showrooms and technology companies; despite the Dot-Com crash of the early 2000s, major software and technology companies have headquarters here, including Wired, Sega of America Inc., CNET Networks, Twitter, Justin.tv, BitTorrent Inc., Yelp and Advent Software. Although a lot of building has gone on in recent years, it is still not densely developed. You can walk several desolate blocks before suddenly finding a hopping restaurant.

SOMA is home to many of San Francisco's museums which include the Yerba Buena Center for the Arts, the Museum of the African Diaspora, the Cartoon Art Museum, the children's Zeum,

and the Contemporary Jewish Museum. The area is also home to the few big box retail stores in San Francisco such as Costco, REI, Nordstrom Rack, and Best Buy.

Due to its Gay Rights history, the Folsom Street Fair is held on Folsom Street between 7th and 12th Streets. The smaller and less-commercialized, but also leather subculture-oriented Up Your Alley Fair (commonly referred to as the Dore Alley Fair) is also held in the neighborhood, in late July on Folsom between 9th and 10th Streets and in Dore Alley between Folsom and Howard. The area is also home to the annual How Weird Street Faire featuring dancing and costumes, held in early May along seven city blocks including Howard and Second Streets.

Many small theatre companies and venues thrive and add to the vibrant life in the SOMA such as The Garage, Theatre Rhinoceros, Boxcar Theatre, Crowded Fire Theater, Off-Market Theaters, FoolsFURY Theater, and Climate Theater.



History

In its aboriginal state, the South of Market district was a sandy peninsula on San Francisco Bay. Its valleys and sand dunes extended barely east of First Street. The full eight blocks south from Market to Townsend were dry land only from Second to Third. Rincon Hill had two 100-foot-high crests, near Second and Townsend, and along Harrison Street between First and Second.

The South of Market was first settled during the Gold Rush: a tent city sheltering perhaps a thousand would-be gold miners, called Happy Valley for its sunshine, shelter from prevailing winds, scrub oaks, spring water, and carefree inhabitants. Much of the present neighborhood was then a marshy swamp or entirely under water. Like most of San Francisco's shoreline, this area was largely manufactured through the liberal application of landfill. Most of the city's early industries were located here, including iron foundries, boiler works, machine shops, manufacturers of bullets and shot, breweries, and warehouses. The wharves South of Market were a focus for shipping and shipbuilding. The residential population worked in these industries or in other nearby commercial enterprises. Beginning in 1846, the area was gradually surveyed and mapped in a street grid diagonal to that surrounding the original plaza, with large square lots, 275 feet (100 Spanish/ Mexican varas) on a side, six of them to each "square" block. First Street received that name because it originally ran alongside San Francisco Bay, but now six blocks of landfill separate it from the water. Much of the fill material came from leveling the sand dunes.¹

Before being called South of Market this area was called "South of the Slot", a reference to the cable cars that ran up and down



This photo was taken in 1866 when the city of SF was really just getting started. The vantage point is 2nd & Market looking south, Rincon Hill rises at end. This was the enclave of homes around the port and city that was originally called Yerba Buena. While Nob Hill, Russian Hill and the rest of the downtown core were also developing, the only other significant developments in the SF area at this time were the Presidio military base and Mission Dolores. In fact, a scant 7 years earlier, prior to the discovery of gold at Sutter's Mill, the population of San Francisco was 2,000. By the time this photo was taken, the population was well over 50,000. (Photo courtesy of the San Francisco Public Library)

Market along a slot through which they attached to the cables. While the cable cars have long since disappeared from Market Street, some "old timers" still refer to this area as "South of the Slot", referring to its position on the "wrong side" of the Market Street cable car track when it was an industrial district of factories and Gold Rush immigrant workers.

During the mid 19th Century, SOMA was a largely low density residential enclave for the rich that centered around the Rincon



South of Market 1927. (Photo courtesy of the San Francisco Public Library)

Hill area. By the early 20th century, heavy industrial development due to its proximity to the docks and the San Francisco Bay, with the advent of cable cars, had driven the wealthy over to Nob Hill, and all points west, as the neighborhood became a largely middle and lower class slum of recent European immigrants, sweatshops, power stations, flophouses, and factories.

The 1906 Earthquake completely destroyed the area, as many of the quake's fatalities occurred there. Following the quake, the area was rebuilt with the wider than usual in San Francisco streets that are common in the area, as the focus was towards the development of light to heavy industry. The construction of the Bay Bridge and the U.S. Route 101 during the 1930s saw large swaths of the area demolished including most of the original Rincon Hill.

Throughout the 1940s and 1950s, South of Market was home not only to warehousing and light industry, but also to a sizable population of transients, seamen, other working men living in hotels, and a working-class residential population in old Victorian buildings in smaller side streets and alleyways giving it a "skid row" reputation.

The waterfront redevelopment of the Embarcadero in the 1950s pushed a new population into this area in the 1960s, the incipient gay community, and the leather community in particular. From 1962 until 1982, the gay community grew and thrived throughout South of Market, most visibly along Folsom

1. "A History of the California Historical Society's New Mission Street Neighborhood" by Anne B. Bloomfield in *California History* magazine, Winter 1995/96

Street. This community had been active in resisting the city's ambitious redevelopment program for the area throughout the 1970s, but as the AIDS epidemic unfolded in the 1980s, the ability of this community to stand up to downtown and City Hall was dramatically weakened. The crisis became an opportunity for the city (in the name of public health) to close bathhouses and regulate bars---businesses that had been the cornerstone of the community's efforts to maintain a gay space in the South of Market neighborhood.

"This is the city's backyard... An early morning walk will take a visitor past dozens of small businesses manufacturing necessities; metal benders, plastic molders, even casket makers can all be seen plying their trades. At five they set down their tools and return to the suburbs... A few hours later, men in black leather ... will step out on these same streets to fill the nearly 30 gay bars, restaurants and sex clubs in the immediate vicinity. Separate realities that seldom touch and, on the surface at least, have few qualms about each other."

--Mark Thompson (1982, 28)

In 1984, as these spaces for gay community were rapidly closing, a coalition of housing activists and community organizers started the Folsom Street Fair, in order to enhance the visibility of the community at a time when people in City Hall and elsewhere were apt to think it had gone away. The fair also provided a means for much-needed fundraising, and created opportunities for members of the leather community to connect to services and vital information (e.g., regarding safer sex) which bathhouses and bars might otherwise have been ideally situated to distribute.

Redevelopment plans were first planned in 1953. These plans began to be realized in the late 1970s and in the early 1980s with the construction of the conference center, Moscone Center, which occupies three blocks and hosts many major trade shows.



South of Market 1933. Southern Pacific Depot at 3rd and Townsend, China Basin and 3rd St. (Lefty O'Doul) Bridge in left background (Photo courtesy of the San Francisco Public Library)

Moscone South opened its doors in 1981 and Moscone North in 1992, and most recently Moscone West opened in 2003. With the opening of the San Francisco Museum of Modern Art in 1995, the Mission and Howard Street area of the South of Market has become a hub for museums and performances spaces.

The area has long been home to bars and nightclubs. During the 1980s and 1990s some of the warehouses there served as the home to the city's budding underground rave, punk, and independent music scene. However, in recent decades, and mostly due to gentrification and rising rents, these establishments have begun to cater to an upscale and mainstream clientèle that subsequently pushed out the underground musicians and its scene. Beginning in the 1990s, older housing stock has been joined by loft-style condominiums, many of which were built under the cover of "live-work" development ostensibly meant to maintain a studio arts community in San Francisco. During the late-1990s, the occupant of the "live-work" loft was more likely to be a "dot-commie", as South of Market became a local center of the dot-com boom, due to its central location, space for infill housing development, and spaces readily converted into offices.

A major transformation of the neighborhood was planned during the 2000s with the Transbay Terminal Replacement Project, which if funded, is planned to be open by 2013. In addition, new highrise residential projects like One Rincon Hill, 300 Spear Street, and Millennium Tower are transforming the San Francisco skyline.

Today

Most of the action can be found in three general areas: by South Park and the Giants ballpark, around the SF MOMA and Yerba Buena gardens, and over by Folsom and Eleventh Street.

South Park, once buzzing with purple-haired programmers and hobnobbing young executives, is noticeably more subdued since the Internet companies started closing shop. The grassy



South of Market 1984. (Photo courtesy of the San Francisco Public Library)



Aerial view of San Francisco's SoMa with waterfront in the distance and SBC (now At&T) Park stadium in top right. Moscone Center and Yerba Buena Gardens appear in the center and left of the photo. 2005 (*Declan McCullagh Photography*)

square is a nice place to walk your dog or eat a sandwich, and is bordered by several good shops and restaurants. In the summer the area gets more foot traffic as packs of Giants fans head for the ballpark. A handful of new restaurants have also opened to serve this crowd.

The western end of the district is the most industrial, and is dominated by huge wholesale marts and superstores like Costco and Bed, Bath & Beyond. Originally this made it an ideal zone for loud nightclubs, but as SoMa has become more residential some of the clubs have had trouble with noise complaints. However, this hasn't kept a crop of newcomer clubs from opening in the past few years. The stretch along Eleventh and Folsom is the heart of the gay leather and S&M scene, which has its roots in the Folsom Street "Miracle Mile" of gay clubs and bathhouses in the '70s. This is also the site of the annual fetish bonanza of the Folsom Street Fair.

The area around Market and Third Street is more well heeled, influenced by the nearby Financial District and conventions at the Moscone Center. Several of the city's arts organizations are located here, including the SF MOMA, the Center for the Arts at Yerba Gardens and the California Historical Society. It has a bohemian undercurrent, with the museums, several independent

bookstores, the line of artsy clubbers waiting to get into the gallery and club 111 Minna, and students from the Academy of Art slouching around the Utrecht art supply store on New Montgomery.

Sources: *Chrissa Banner and Jasmine Jopling, SF Gate, Wikipedia.org, and FoundSF.org*



4. Parklet Inspiration

pavement to parks + urban open space precedents

PARKLET

LOCATION

- West side of Divisadero Street, between Hayes and Grove Streets

COMPLETION

- March 18, 2010

COMMUNITY PARTNERS

- San Francisco Great Streets Project
- San Francisco Bicycle Coalition
- Mojo Café, and many hard working volunteers
639-A Divisadero Street · San Francisco, CA · 94117
Rem @415-440-2370
- This project would not have been successful without the tireless support of the Great Streets Project and the volunteers they organized to build the Parklet.

COMMUNITY PARTNERS

- Decking system: Bison Innovative Products
- Cabling: Feeney / Cable Rail
- Wood and hardware: Beronio Lumber
- Planters: Architectural Precast
- Landscaping: Flora Grubb Gardens

FUNDING

- Grant from the Office of Economic and Workforce Development's Neighborhood Market Place Initiative.

DIVISADERO STREET

San Francisco

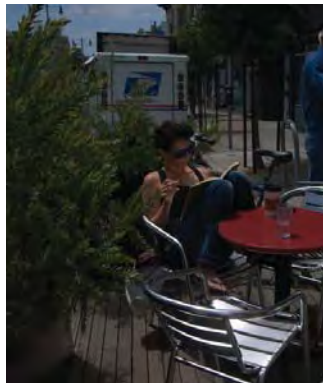
APPROACH

A Parklet is a new type of Pavement to Parks Project. Instead of reclaiming a piece of underutilized roadway at an intersection, Parklets repurpose two to three parking stalls along a block as a space for people to relax, drink a cup of coffee, and enjoy the city around them. Parklets do this by building out a platform into the parking lane so that the grade of the sidewalk gets carried out into the parking lane. On the platform, benches, planters, landscaping, bike parking, and café tables and chairs all come together to provide a welcoming new public space.

Riyad Ghannam of rg-architecture and Greg Upwall of Studio Upwall provided design services free of charge to the City. The Divisadero Parklet has three café tables, 10 café chairs, a bench, three bike racks, landscaped planters, solar lighting, and a solar receiving panel. Cable Rail and the planters provide a visually permeable edge along the street.

The Parklet platform was built using a decking product donated free of charge to the City from Bison Innovative Products. The deck is constructed of sustainably harvested hardwood (FSC certified) which is leveled using a system of adjustable pedestals, which are built using 20% post-consumer recycled plastic. The cabling was donated and the planters and landscaping were purchased below cost. The capital to purchase the elements that were not donated were provided by a grant from the Office of Economic and Workforce Development's Neighborhood Marketplace Initiative.

Mojo café has agreed to provide daily maintenance of the Parklet, although all seating and bike parking is free and open to the public.



PARKLET

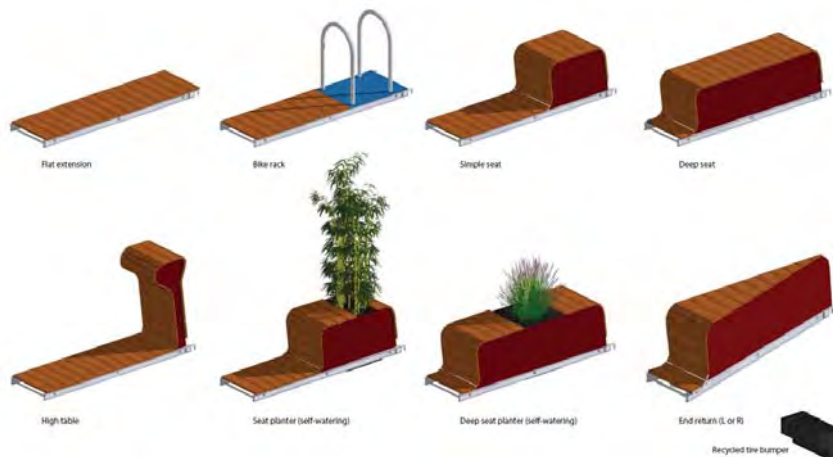
22ND STREET

San Francisco

APPROACH

The 22nd Street Parklet is the second one to follow the formula of repurposing parking spaces and transforming them into public space, in this case 3 parking spaces are used. Rebar —the designer firm, explored the idea of using similar modules to build the parklet, each of the types of modules responds to a different use: bench, bench/planter, high table, and parking racks. The modules are built similarly and share the same design language and materials.

Bamboo, an environmentally friendly renewable resource, was used for the surface decking. Low-water plant species were used for all landscaping. The three businesses fronting the new Parklet have agreed to provide daily maintenance, although all seating and bike parking are free and open to the public. Since the benches and tables are fixed and integrated to the modules the sponsoring businesses are not required to pay the city fee for outdoor seating on public space.



LOCATION

- 22nd and Bartlett Streets

COMPLETION

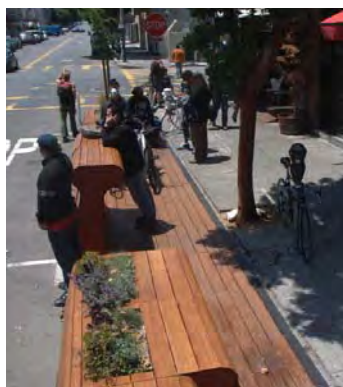
- April, 2010

COMMUNITY PARTNERS

- San Francisco Great Streets Project, Revolution Cafe, Escape From New York Pizza, Lolo Restaurant, and many hard working volunteers.
- This project would not have been successful without the tireless support of the Great Streets Project and Rebar Group.

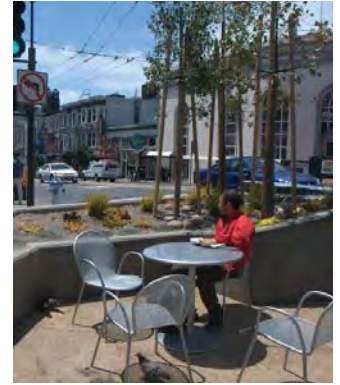
FUNDING

- The cost of the 22nd Street Parklet was paid for entirely through donations by San Francisco resident Mr. Jonathan Weiner and the three businesses fronting this Parklet: Revolution Café, Escape From New York, and Loló.
- In addition, a variety of partners have provided their products for free or at reduced cost.
- Rebar Group designed and built this Parklet free of charge to the City with the help of many volunteers.
- Cost per parking space: \$15K. Total cost \$45K



CASTRO COMMONS

Castro District, San Francisco



LOCATION

- 17th and Castro

COMPLETION

- May 13, 2009

COMMUNITY PARTNERS

- Public Architecture
- The Castro Community Benefits District
- Flora Grub Gardens
- High Caliber Growing, Pacific Fiber Tube, Inc.
- Great Street Projects
- Orphan Andy's Restaurant
- Chevron Station Owner - Sahagun Brothers.
- Public Architecture, a national nonprofit organization that engages architecture firms and nonprofits to commit to design for public good through its national 1% program, provided pro-bono design services for the plaza
- Boor Bridges Architecture (Ph. II)
- Flora Grubb Gardens (Ph. II)
- Paul Cesewski (Ph. II)
- Nibbi General Contractors (Ph. II)

PUBLIC ACTIVATION

- The Castro CBD (Community Benefit District) worked closely with the City to do public outreach and has taken on the responsibility of managing and activating the plaza.

APPROACH PHASE I

A local design firm, Public Architecture, donated their time and resources to help design and acquire materials for the plaza, including one of its more innovative features; the use of "Sonotube" concrete forms as temporary bollards/planters. In addition to the planters, the plaza features salvaged granite curbs and moveable chairs and tables to provide a diversity of seating options in the plaza. The surface was painted a terracotta color to delineate it from surrounding streets and the F-Line right-of-way, one of the most unique features of the plaza is the presence of the historic Muni F-Line streetcar trains moving across it. The plaza now serves as a pedestrian friendly terminus to this route and creates a welcoming front door to the world-famous Castro neighborhood. From the plaza, visitors riding the F-line can now comfortably disembark the trolley without worry of speeding traffic, orient themselves, snap a photo with the landmark Pride Flag or Castro Theatre marquee in the background, and set off on an exploration of the Castro neighborhood.

The plaza's design team worked carefully with Muni and the Fire Department to ensure that the design did not impede access. Hard to move granite benches were sited outside these access routes. All other objects located in the plaza were designed to be easily moveable in the event of an emergency.

PHASE II

After being evaluated for over a year, the Castro Plaza has been made permanent by request of the community, and was upgraded using grant funds awarded to the Castro/Upper Market Community Benefit District. Building off lessons learned during the trial, Seth Boor of Boor Bridges Architecture designed this new space pro-bono, providing a greater sense of enclosure, more seating, and more greening opportunities. In collaboration with Flora Grubb Gardens, low-water, wind tolerant plants have been added, including palms, olives, and succulents. Paul Cesewski fabricated the movable gates over the unused Muni tracks using surplus rail and other metal donated to the project by the Port of San Francisco. Nibbi General Contractors, who installed the concrete planters, provided their services at reduced cost to the CBD.

PLAZA

GUERRERO PARK

San Francisco



LOCATION

- San Jose Avenue at Guerrero and 28th Streets.

COMPLETION

- September 14, 2009

DONATIONS

- Major Donor: California Pacific Medical Center (St. Luke's Hospital)
- Other Donors: Monetary: Safeway, Mitchell's Ice Cream
- Materials: Bamboo Sourcing (bamboo), A to Z Tree Nursery (apple trees), La Hue & Associates (signage), Sunset Concrete (concrete demo)

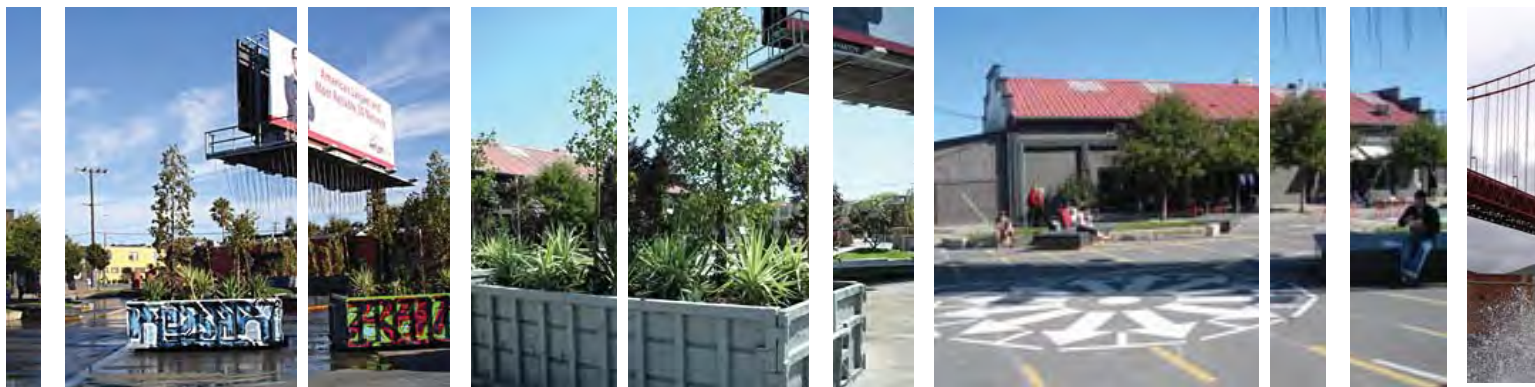
APPROACH

The stub of 28th Street was closed for this project. San Jose Avenue, previously a one-way northbound street, was closed at its intersection with Guerrero Street and is now a two-way "cue street," providing local access to residents along the block.

The design of the resulting space was developed by Jane Martin of Shift Design Studio who provided her services free of charge to the City. Raised planters, made of reclaimed logs from Golden Gate Park and featuring native and drought tolerant plants, are placed along the edge of the plaza facing Guerrero Street, creating a comfortable place for relaxation, contemplation, and more active uses. Reclaimed segments of stainless steel ducting are filled with soil and plants in order to further demarcate the plaza space from the adjoining vehicular roadways. The soil used at this site is made in San Francisco by combining landscape clippings from parks and horse manure from the Police Department's stables. Café tables and chairs are brought out in the morning and taken in at night. Future plans for the plaza include a children's play structure.

SHOWPLACE TRIANGLE

Noe Valley, San Francisco



LOCATION

- 8th Street, between 16th and Irwin Streets

COMPLETION

- September 14, 2009

COMMUNITY PARTNERS

- ReBar Group
- Flora Grubb Nursery
- Recology
- Axis Café
- San Francisco Clean City Coalition.
- The cost of the materials for the plaza was generously covered by a donation from AT&T, which owns a distribution center across the street. Nibbi Brothers General Contractors also provided a donation to offset the cost of irrigation required for establishment.

DONATIONS

- Major Donor: AT&T
- Other Donors: Nibbi Brothers General Contractors

APPROACH

Rebar Group, a San Francisco based design firm, generously offered their time and resources to design and acquire materials for the plaza. Old granite curbs were used to form three green islands where people can relax, play, and enjoy some greenery. Large granite blocks that were used as seating at another location in San Francisco, were repurposed at this location to provide flexible seating areas. Debris boxes, donated by Recology, were sanitized, painted, lined, and filled with trees and plants to provide a green relief to the plaza. Finally, unused terra-cotta sewer pipes were located around the periphery of the plaza to provide a physical edge and a dramatic statement. The pipes are filled with soil and planted with succulents and other low-water plants.

Data collected by the Great Streets Project show a 29 percent increase in pedestrians walking through the plaza, a 40 percent increase in the number of survey respondents who had a positive perception of the neighborhood, and a 61 percent increase among people who considered Showplace Triangle a good place to stop, relax and socialize. The number of users who felt a sense of community character in the area rose 39 percent.

URBAN SCALE



san francisco



transportation: San Francisco's street scene is alive and active with a mix of transportation options. Biking culture continues to grow and the city's infrastructure is looking to grow and adapt to the mixing of the transportation modes.



copenhagen - nyhavn

the street scene in nyhavn is full of life and a rich local history. temporary shops open during the summer when the sun stays up till well into the morning. public seating lines the street and locals and tourists mix together along the water edge.

Greece - public furniture used by eateries and residents. The care for the furniture becomes the collective responsibility of the those in neighborhood



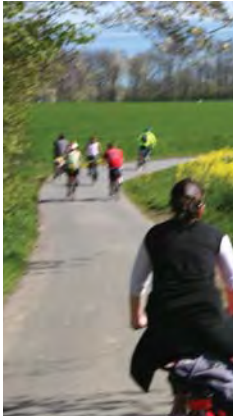
copenhagen harbor bath - PLOT

in the heart of central copenhagen, the harbor baths designed by PLOT. The bath attaches lightly to the dock edge and provides danes and tourists with an unique experience of the copenhagen harbor during the summer.



Texture: parks connect us to materials and natural elements. they provide calm amidst an otherwise sensory rich environment.

Food cart culture in Portland. Mobile and temporary food trucks could be considered a fore-runner of the parklet model.



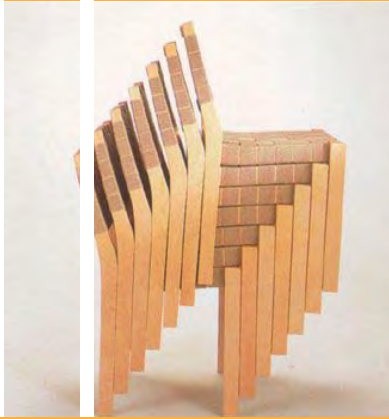
bike infrastructure being developed in
american cities.



people watching



Designer: Erik Skoven.



stacking furniture - economy in size scale
and storage

Alvar Aalto



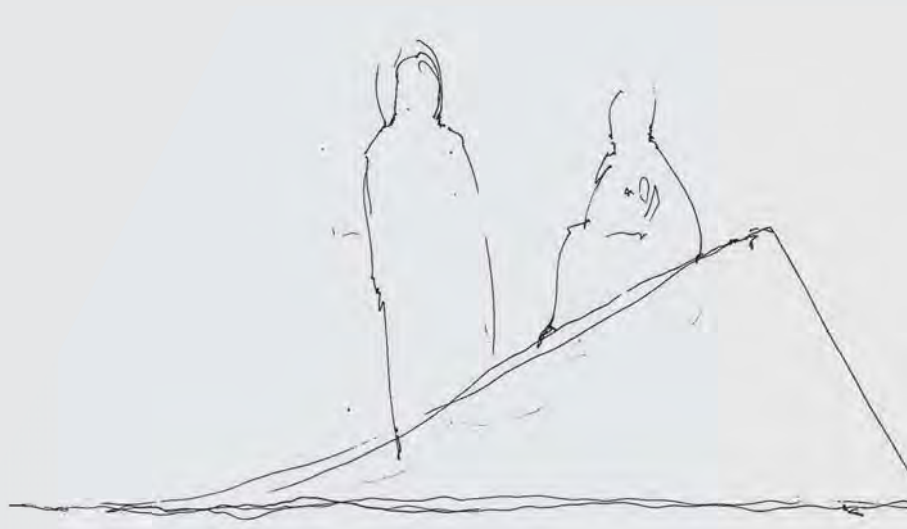
5. Design Studies

programs + materials + modulation + preliminary ideas

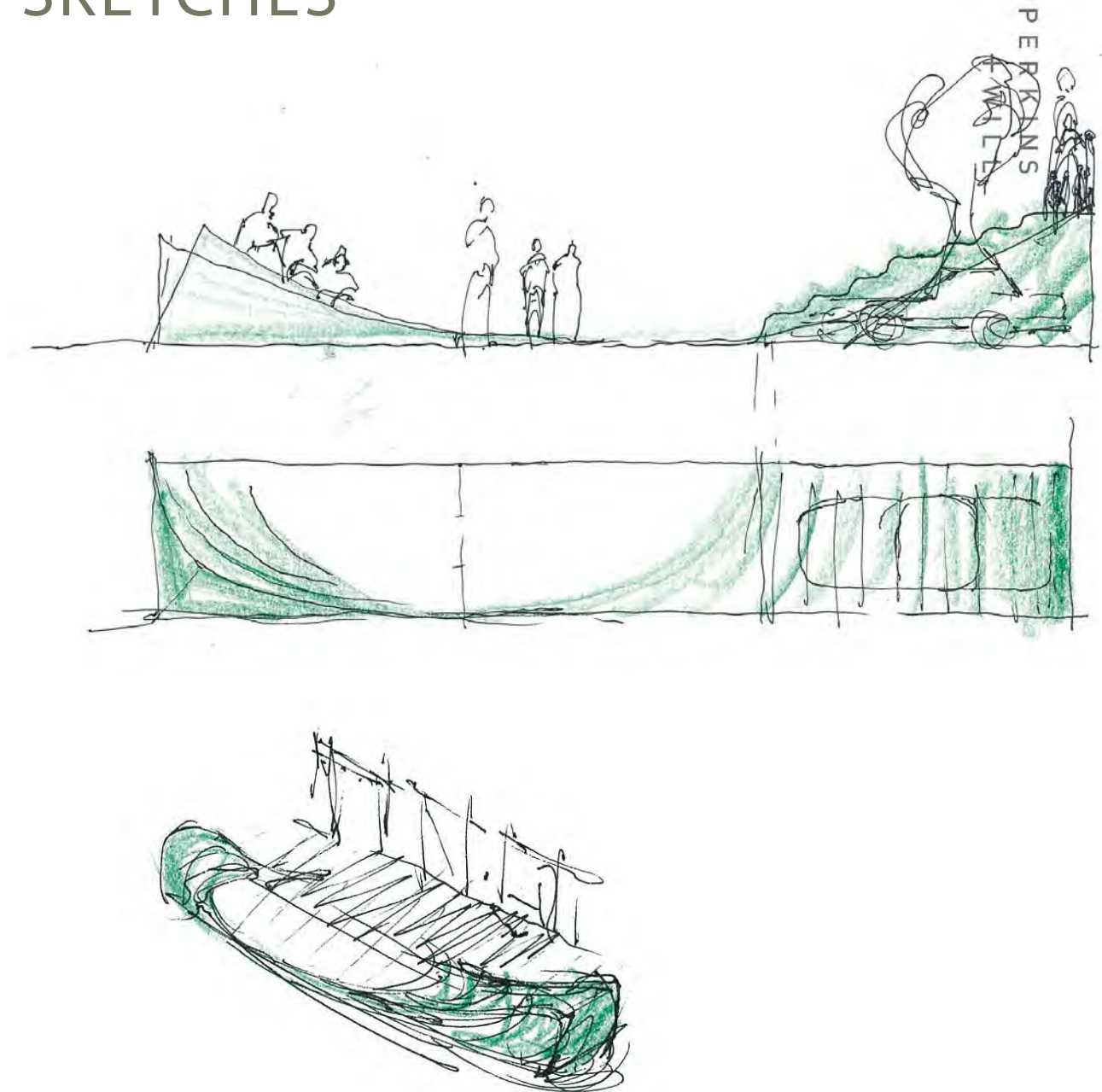
PROGRAM

The parklet will serve a variety of activities and a diverse range of people on any given day. Programmatic elements include:

- Clear, strong barrier between parklet interior and street traffic: sturdy enough to provide safety for users.
- Raised floor platform: raises the parklet floor to sidewalk grade.
- Seating: benches, chairs, platforms, steps.
- Dining: cafe tables, high tables, platforms.
- Bike parking: bike racks, other elements used for securing bikes.
- Landscaping: plants and planters.
- Art: sculptural elements, environmental graphics, graffiti, urban art.
- Other elements: shade structures, performance space, play areas.



SKETCHES



Initial conceptual ideas of giving public space back to the people and literally letting people and plants take over the cars. In this scheme, a car is being engulfed by green planting and seating, a tree is growing from the car. The platform provides height and safety to the users by being higher than the street/passing cars level.

PERKINS
+ WILL

Seasonal considerations:

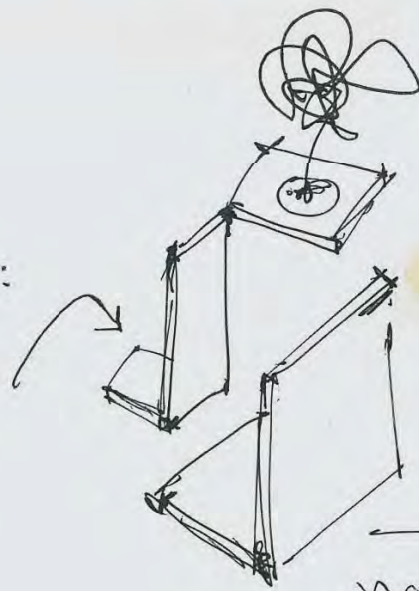
• Rotating artists

• graffiti; module

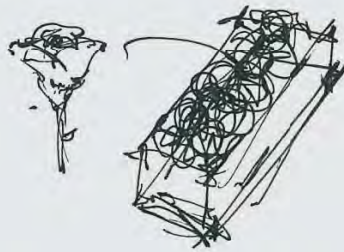
• plants module.

(bring on module from

flora grubh golden gate park's rose garden)



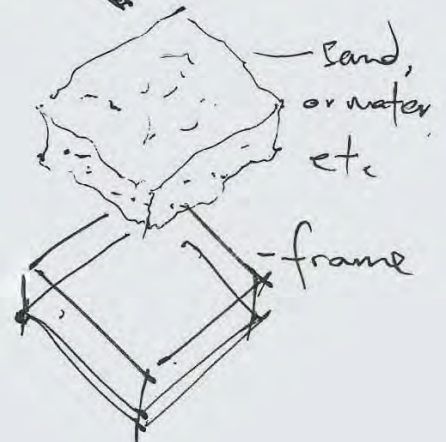
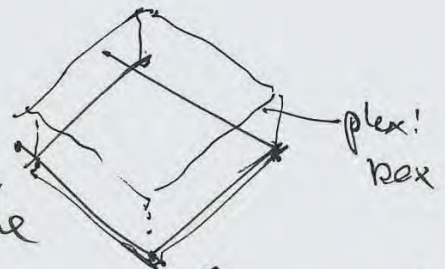
Use
website
browsing man
visiting slide.

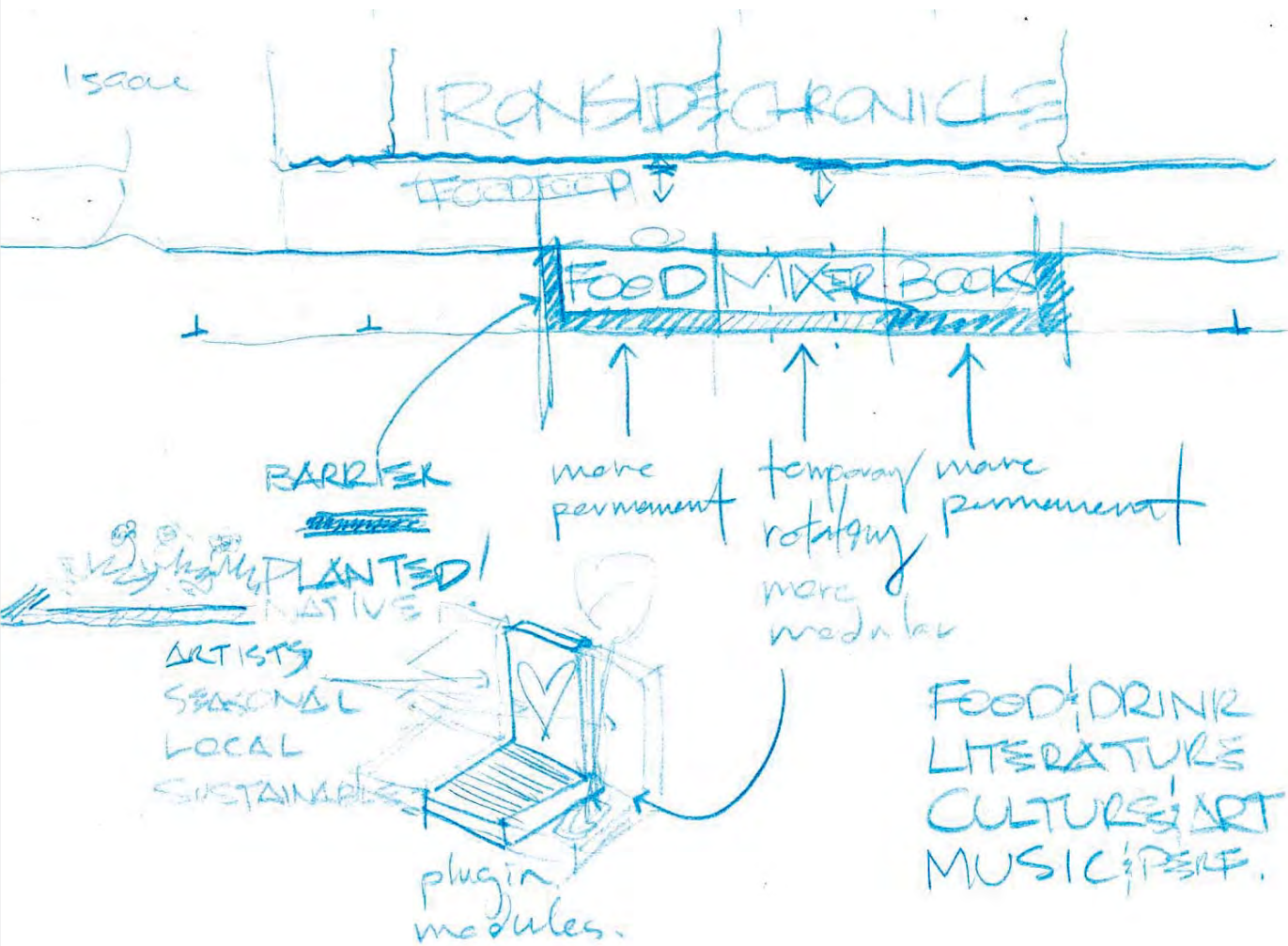


Seasons: Summer module

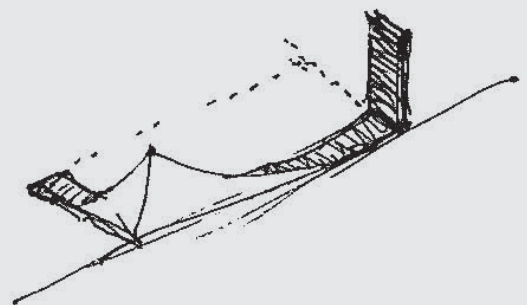
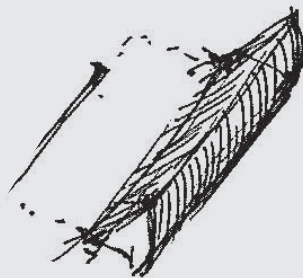
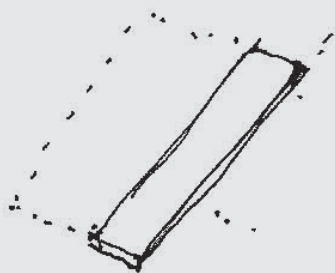
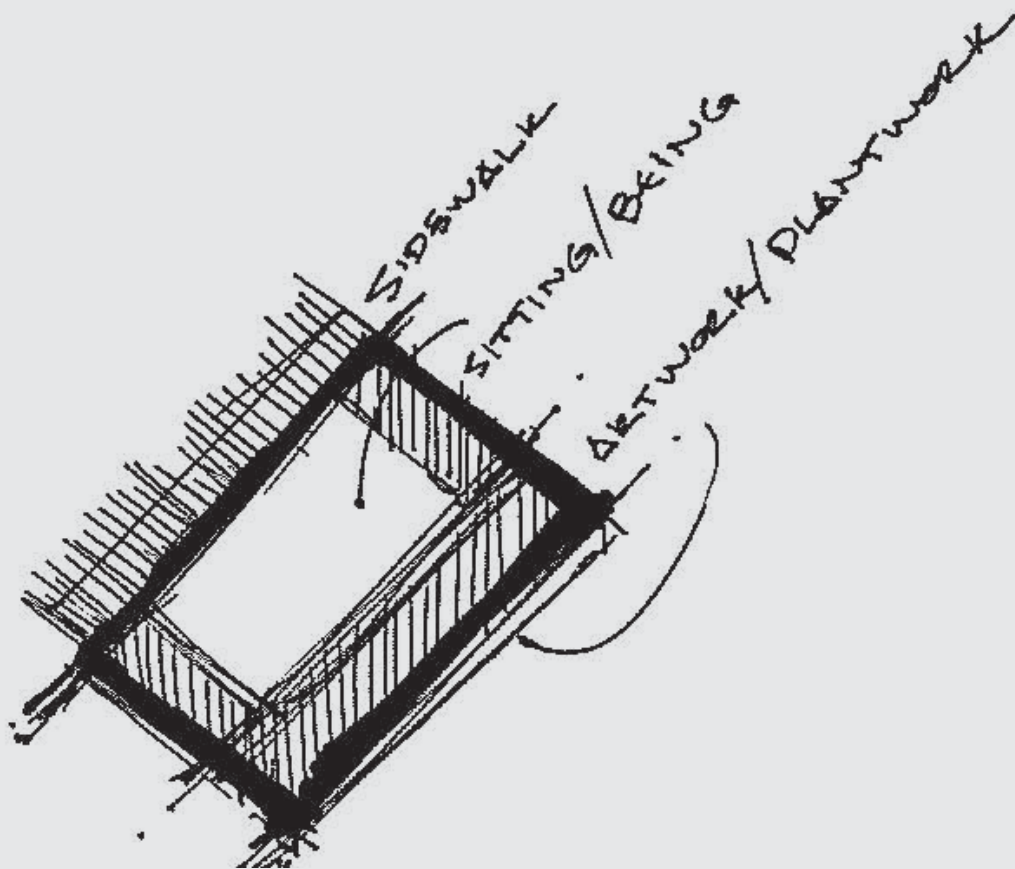
Work with local artists,
botanists, gardeners,
chefs?

Local life.





These ideas think about what the program wants to be in the site we have been studying. The program is reflecting the businesses it fronts, becoming an extended reflection of themselves.



These doodles address the border conditions and one modular approach and breakdown of the parking spot.

PERKINS
+ WILL

PARKLET MODULES



the "L" for seasonal rotating artists.



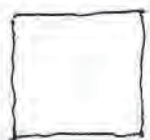
the "T" (small or tall) for "seating" or "standing"



the "Δ" for box planters or seating.



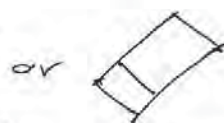
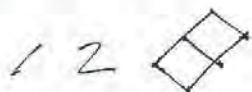
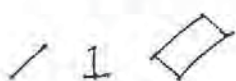
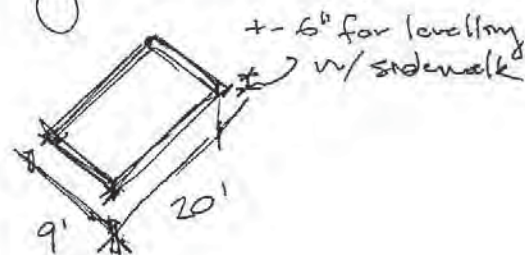
the "O" for planters, artists, to paint over



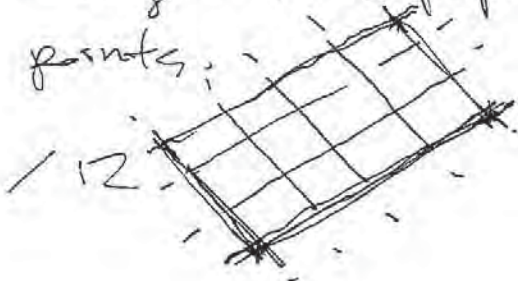
the "□" (square, or cube) again, for artists

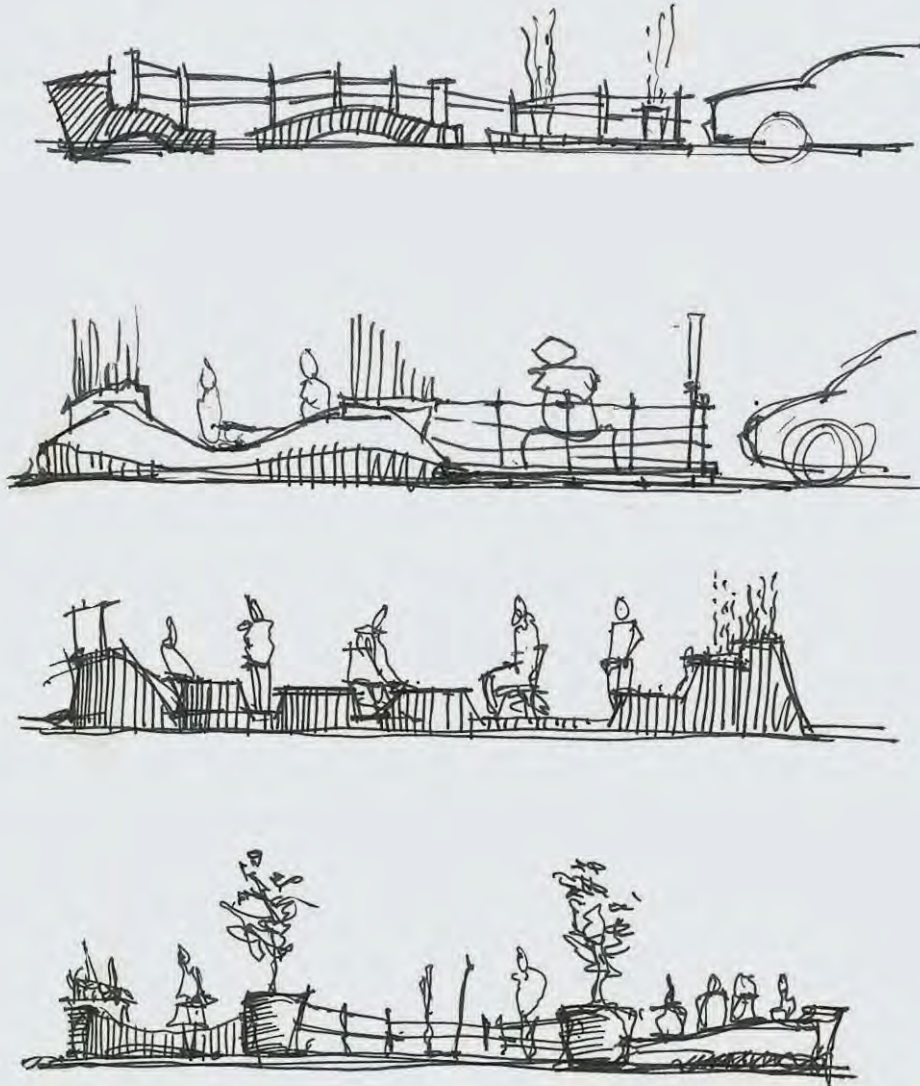
1. PARKING SPOT LOGISTICS

2. POSSIBLE DIVISIONS.

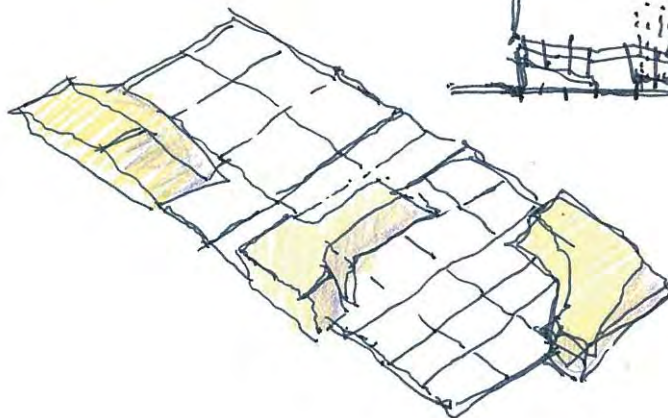
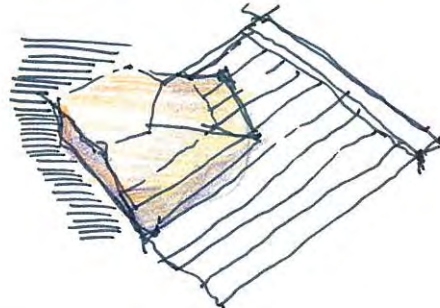
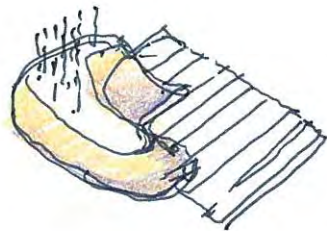
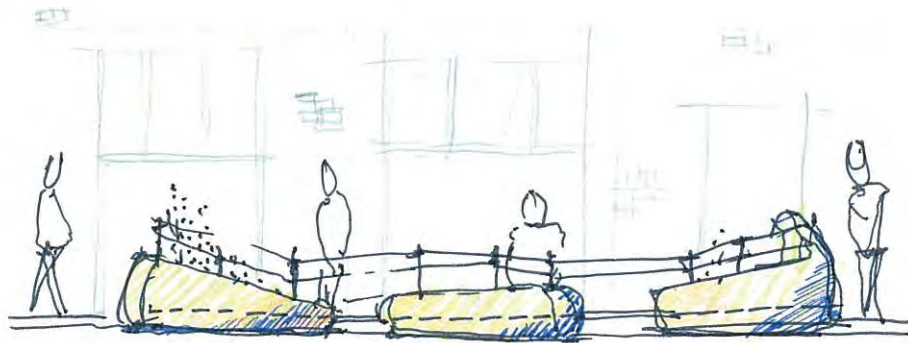


taking that the p.spot can be / by "half" or "third" parts.





These sketches imagine how a parklet can create a miniature landscape. The walls of the parklet rise and fall to create spaces with different character. Higher walls are more protective and intimate, while low platforms create more public spaces.



Drawing an inspiration from nature, these sketches look at organic forms for parklet components. In a modular system these components can be swapped or shuffled in response to a special event or a change in program.

MODULARITY

To allow for maximum flexibility and easy adaptability to its surrounding environs and uses, the parklet should be designed as a modular kit of parts.

Acknowledging the immense diversity, uniqueness and creativity that is present in every neighborhood (in fact every block) in San Francisco, this kit of parts is a blank canvas, a structural framework where everyone can come and paint, plant, sculpt, perform and make their own mark in the city.

Seasonal units can plug in and out according to the different events occurring in the area. Artists, botanists, chefs and countless others can compete to create modules that would fit that certain time of the year or event being held.

It is the redefinition of an urban public park.

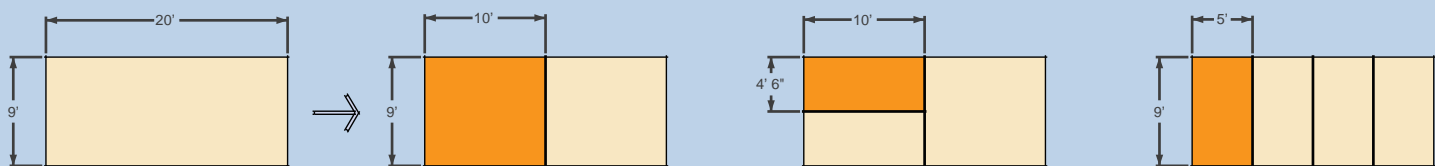


The Heart on display at Union Square Park is part of the “Hearts in San Francisco” project will benefit The San Francisco General Hospital.

Hearts in San Francisco was a Bay Area-wide “heart installation” that debuted in the spring of 2004. While similar to Chicago’s “Cows on Parade,” the San Francisco version used a heart icon, appropriate for a city that is recognized for its acceptance and tolerance as well as being perennially open-hearted.

Over 130 recognized and emerging artists transformed heart sculptures into unique works of art. These hearts were installed on sidewalks, plazas, parks, and street corners throughout the San Francisco Bay Area. On February 14, 2004, the first two Hearts were unveiled in a kick-off event in Union Square.

<http://www.unionsquarepark.us/>



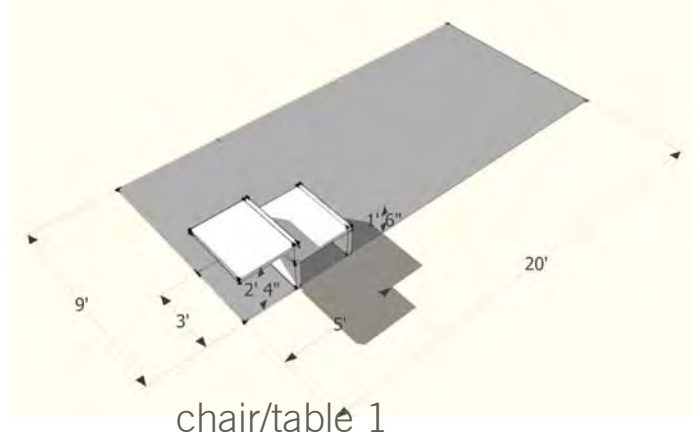
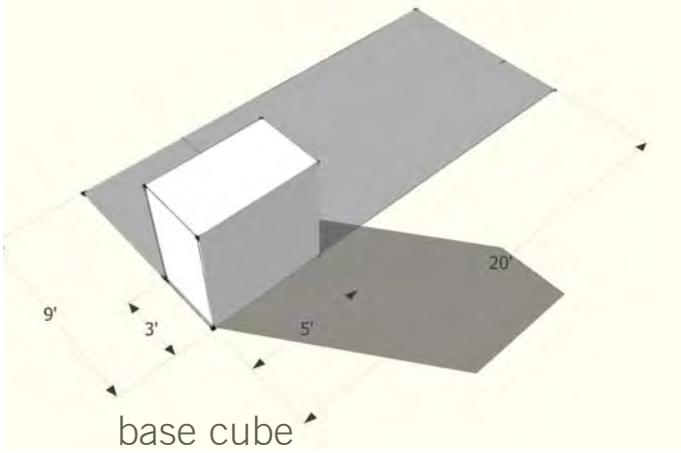
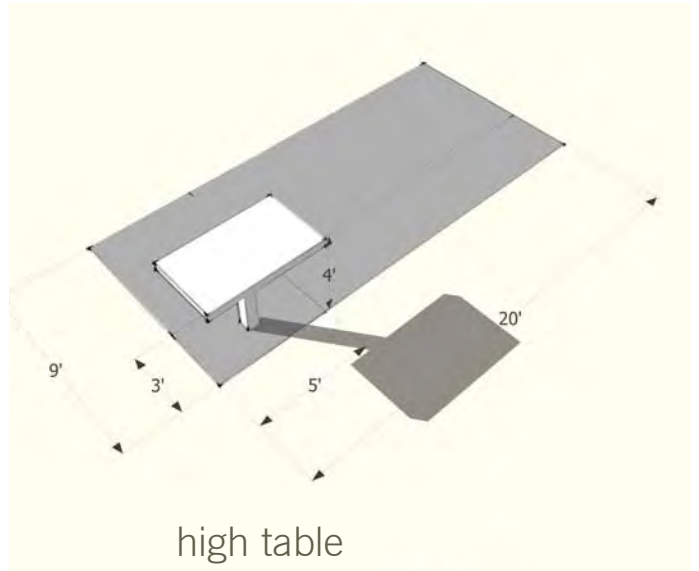
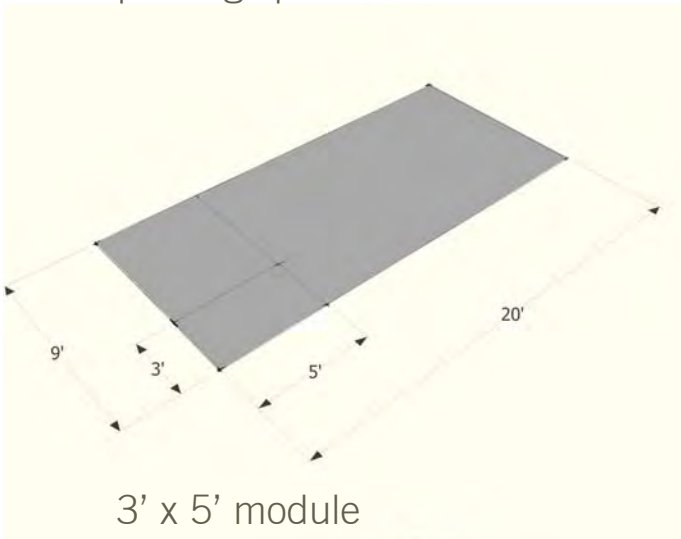
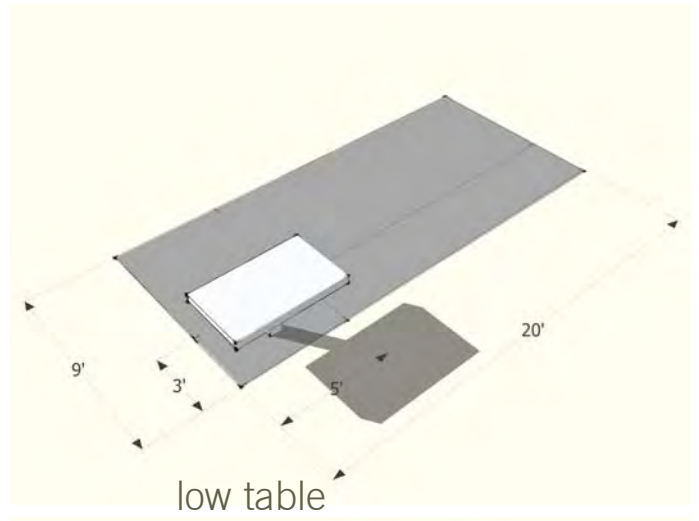
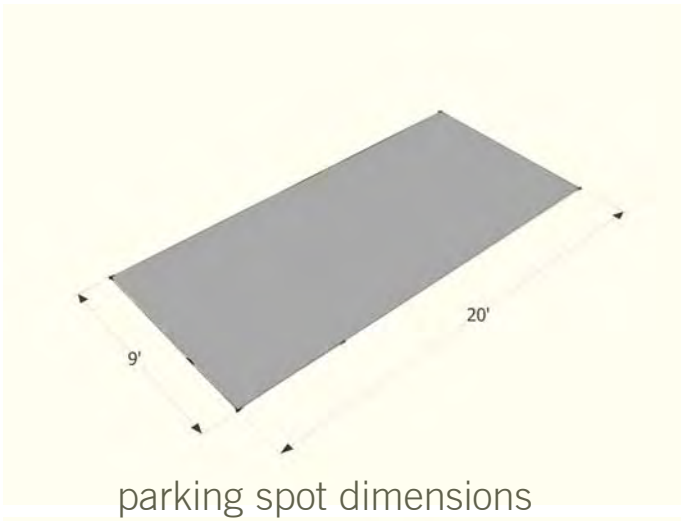
Standard Parking Space

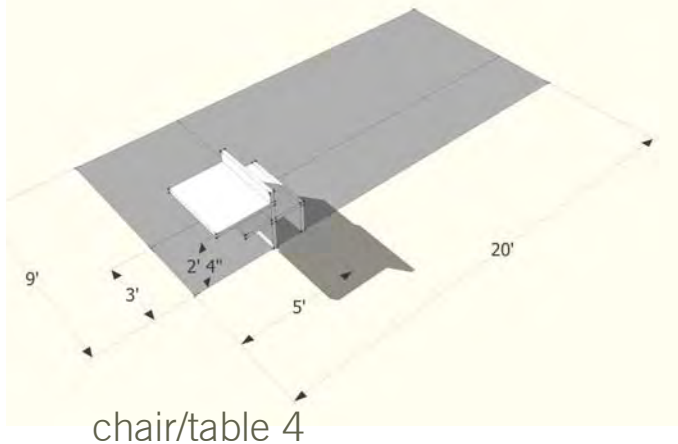
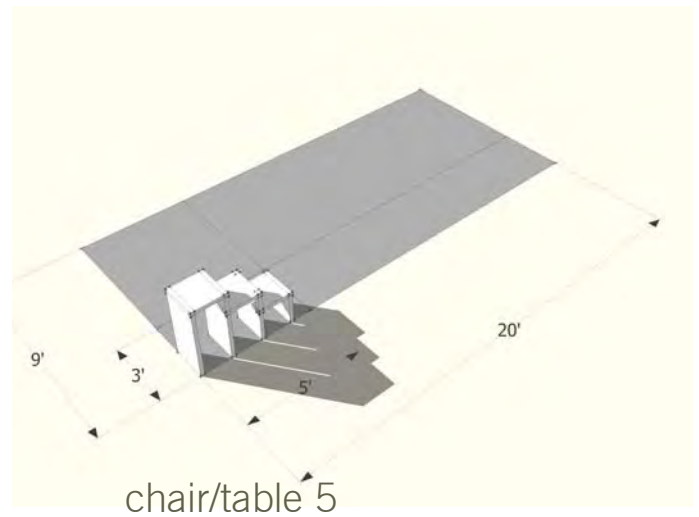
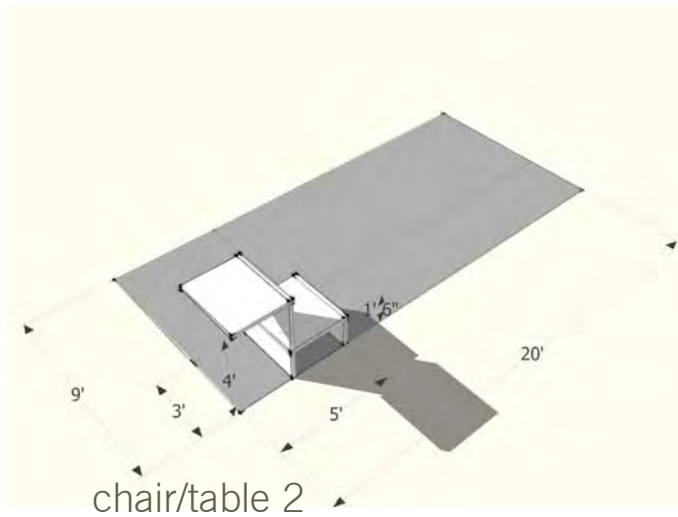
Proposed Modules



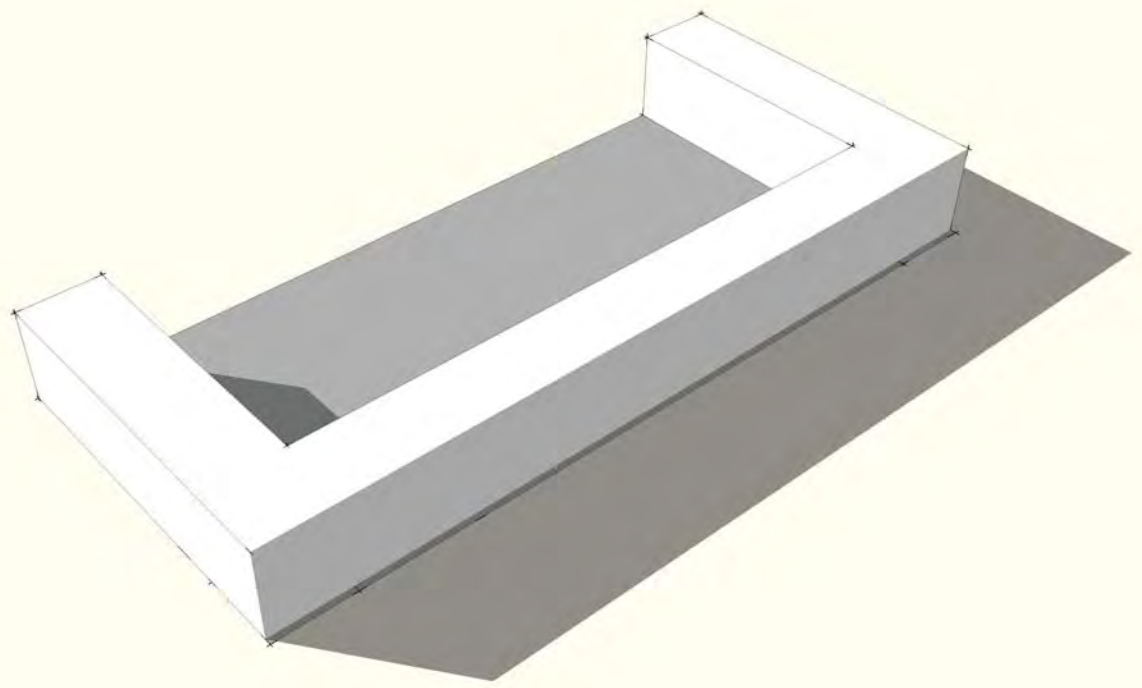
Breaking the 9x20 Space into smaller pieces

A proposed breakdown of a standard 9' x 20' parking zone into three modules, which can be combined in a number of ways.





Varying in height and shape according to sitting and standing configurations, these simple modules can take on endless shapes and configurations according to the desired needs.

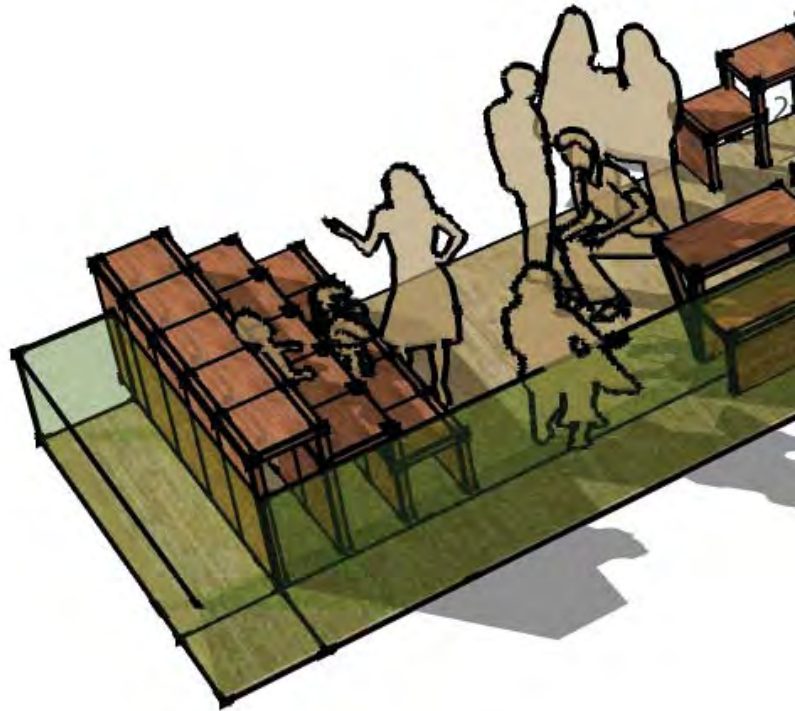


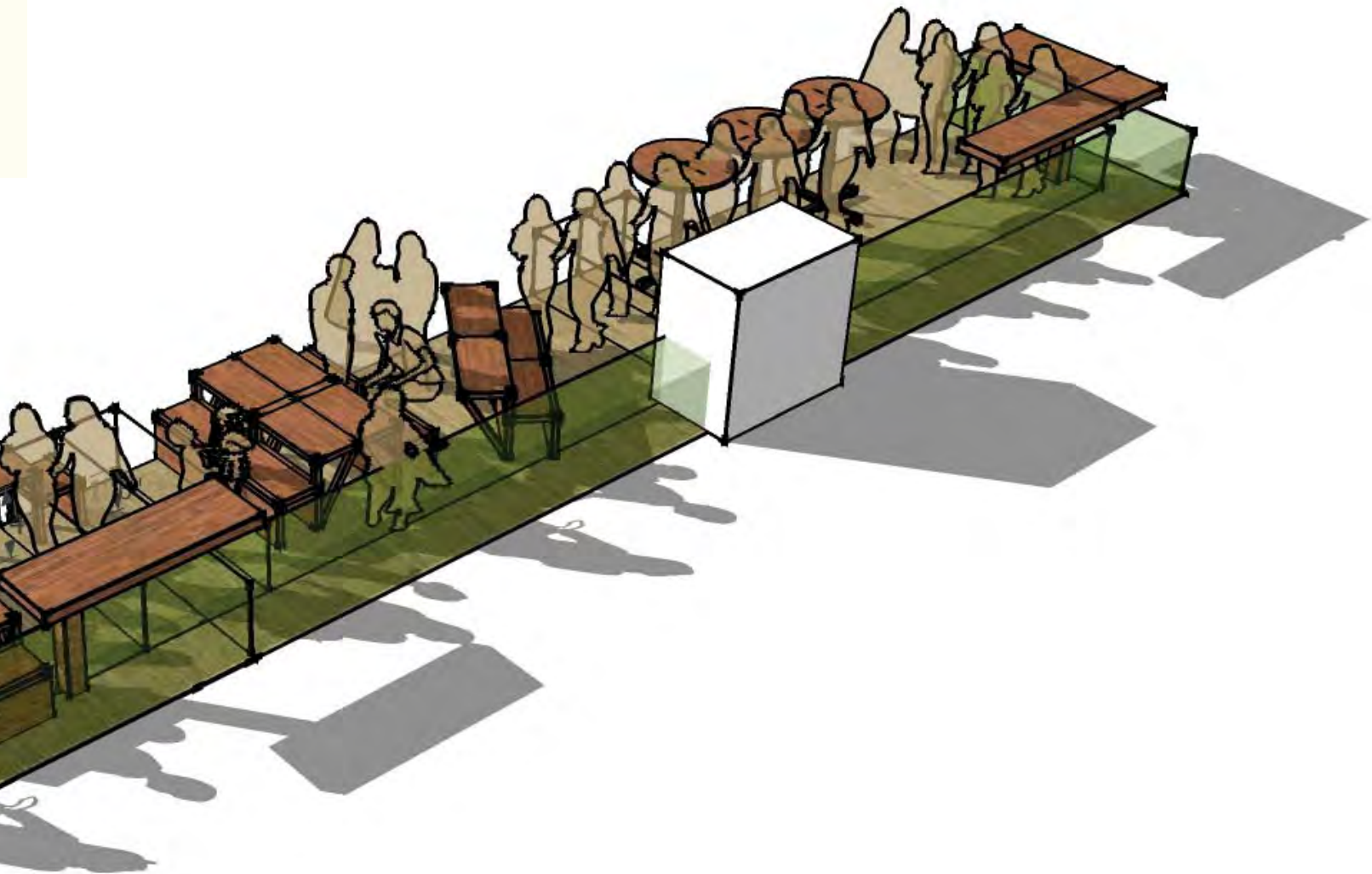
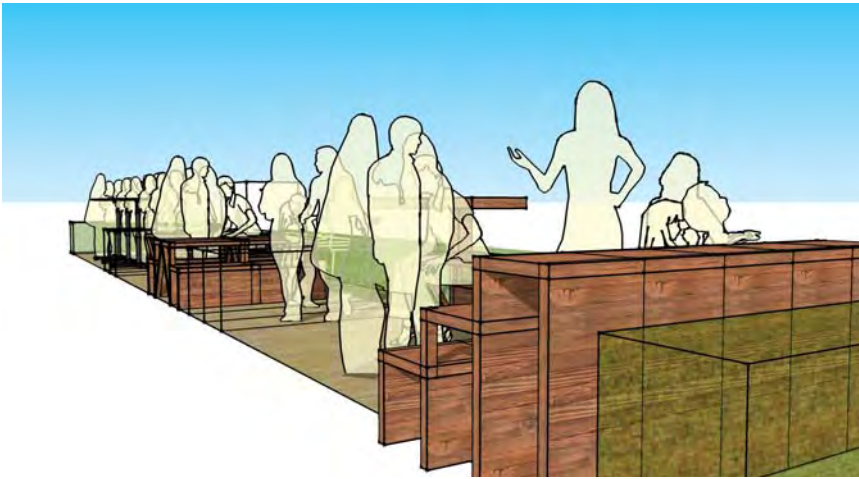
FLUID BORDER

The border around each parklet should vary in thickness, height and porosity according to the volume and speed of traffic in the street it shares.

To maximize space efficiency, 2 to 3 parklet modules work better than one.

Borders can become the ideal space for seasonal, rotating plug-ins, since they are occurring at the edges and can serve many purposes including safety and protection, public art, ecology, delight, function and entertainment.

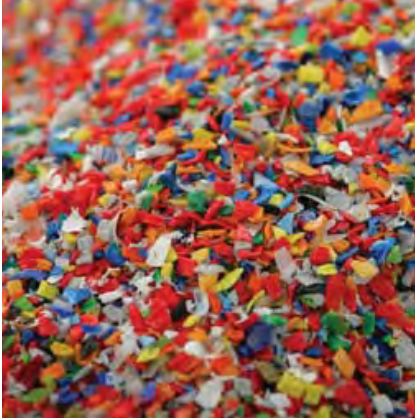






MATERIALS

The urban environment and daily weathering exposes a parklet to a large amount of wear. Parklet construction materials need to stand up to impacts, resist scratches, and not degrade under constant UV and moisture exposure. This section reviews the basic properties of common materials used in exterior grade construction. The ideal material for a parklet is a material that is durable, reasonable in cost and sustainable.

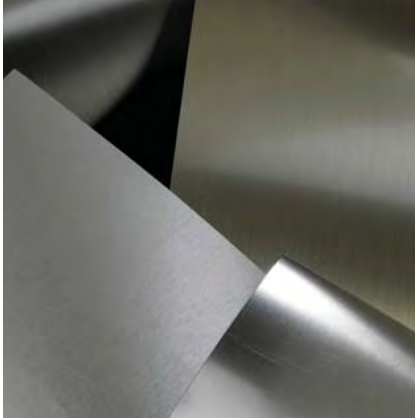


Plastics

Polypropylene, HDPE, Proprietary Recycled Content Products

Plastic is a versatile and tough material that can be molded into almost any shape. It is easy to create solid and strong forms while rounding edges for safety and comfort. A wide range of colors and finishes are available.

- + High strength and durability
- + Molded plastic forms allow for flexible shapes; easy to reproduce forms
- + Recycled content products present an opportunity for sustainable reuse
- + Reasonable Cost
- Some plastics are vulnerable to UV exposure
- Surfaces can be vulnerable to graffiti



Stainless Steel

Stainless steel is an attractive and very strong material that stands up well in outdoor conditions. Steel forms can be extruded from die shapes or cold-formed by bending.

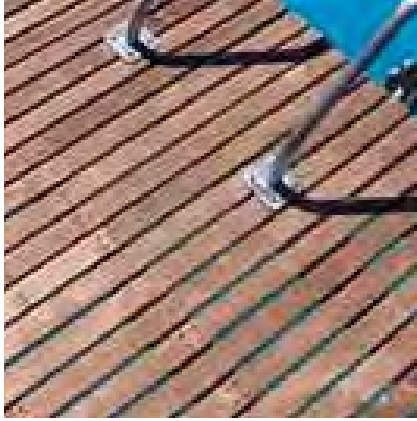
- + High strength and durability
- + A recycled product
- + Weathers well
- Expensive
- Fabrication is more costly and limited



Corten Steel

Corten steel is a weathering steel that builds a protective layer of rust which prevents it from corroding like standard steel. It is strong and workable. The rust coating on the steel is valued for its attractive orange-brown color and texture.

- + High strength and durability
- + A recycled product
- + Weathers well
- Expensive
- Fabrication is more costly and limited
- Rust can stain surfaces if steel is in direct contact



Wood

IPE, Sustainably harvested Wood, Reclaimed Wood

Wood as an outdoor material that is versatile and can be worked with in a variety of ways. It is a renewable material, and reclaimed wood of good quality is often available.

- + Durable
- + Renewable material
- + Reasonable cost
- + Attractive aesthetics
- Requires occasional maintenance
- Repairs can be expensive
- Surfaces can be vulnerable to graffiti



Rubber

Rubberized Floors, Neoprene Products, Adhesive Rubbers

Rubber products can be used to “soften up” otherwise hard and durable outdoor surfaces. Rubber is an easy material to attach to other surfaces.

- + Durable
- + Increases safety
- Some types of rubber are vulnerable to sunlight
- Not as durable in the long term, and may need to be periodically replaced



Fabrics

Fabrics are a lightweight option for providing shade coverage. Outdoor grade fabrics like canvas are durable and weatherproof, and can store easily overnight. A wide range of colors and patterns are available.

- + Durable
- + A recycled product
- + Wide range of colors and patterns available, branding opportunity
- Inexpensive
- Maintenance requirements



Vegetation

Vegetation is universally loved and appreciated. Species selection is very important as plants must be able to survive the dry summer and stand up to daily wear and tear. Vegetation can be planted in ground based planters, upright trays or hung vertically.

- + A great amenity for any public meeting place
- + Can create shade
- + Reasonable Cost
- Requires periodic maintenance
- Species must be chosen carefully to give the right amount of hardness.



Air Filled Forms

Air Beams, Inflatable Furniture

Durable plastics can also present an opportunity for created air filled forms. They are lightweight but can expand greatly in volume, making air forms easy to transport and deploy.

- + Durable
- + Plastic can contain recycled content
- + Flexible, can be moved and stored easily.
- Time consuming to set up/take down
- Requires regular maintenance

ADDITIONAL DESIGN EXPLORATION...

PLATFORM + GREEN WALL + FLEXIBLE CAFE FURNITURE

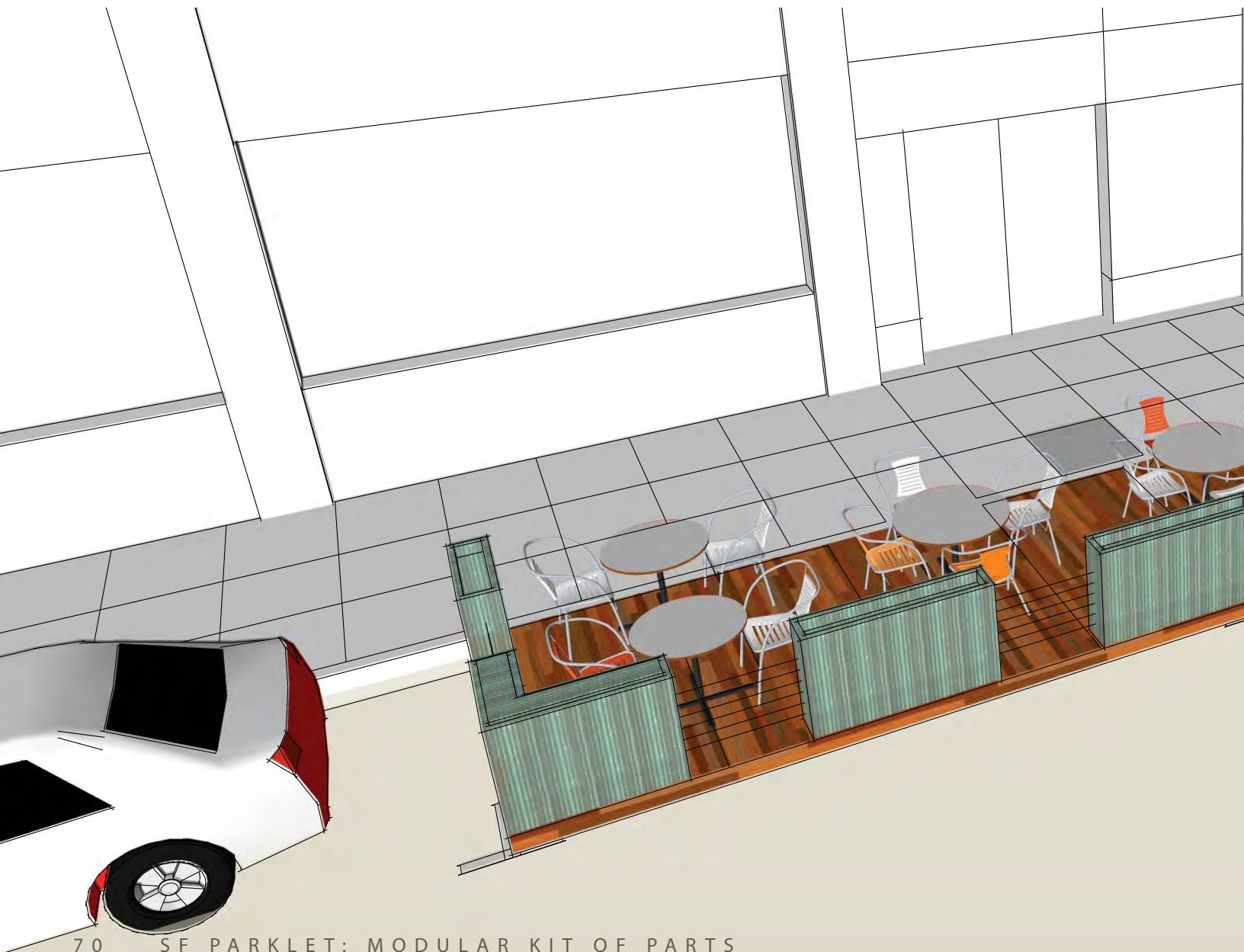
This scheme utilizes the simple wood platform and movable furniture. The planters are designed to be entirely green walls with a vertical wall planter cartridge and typical planter beds. This scheme provides more shelter (actual/perceived) from the car movement, noise, visual interest for those at the street furniture and creates a clear statement from the street side.

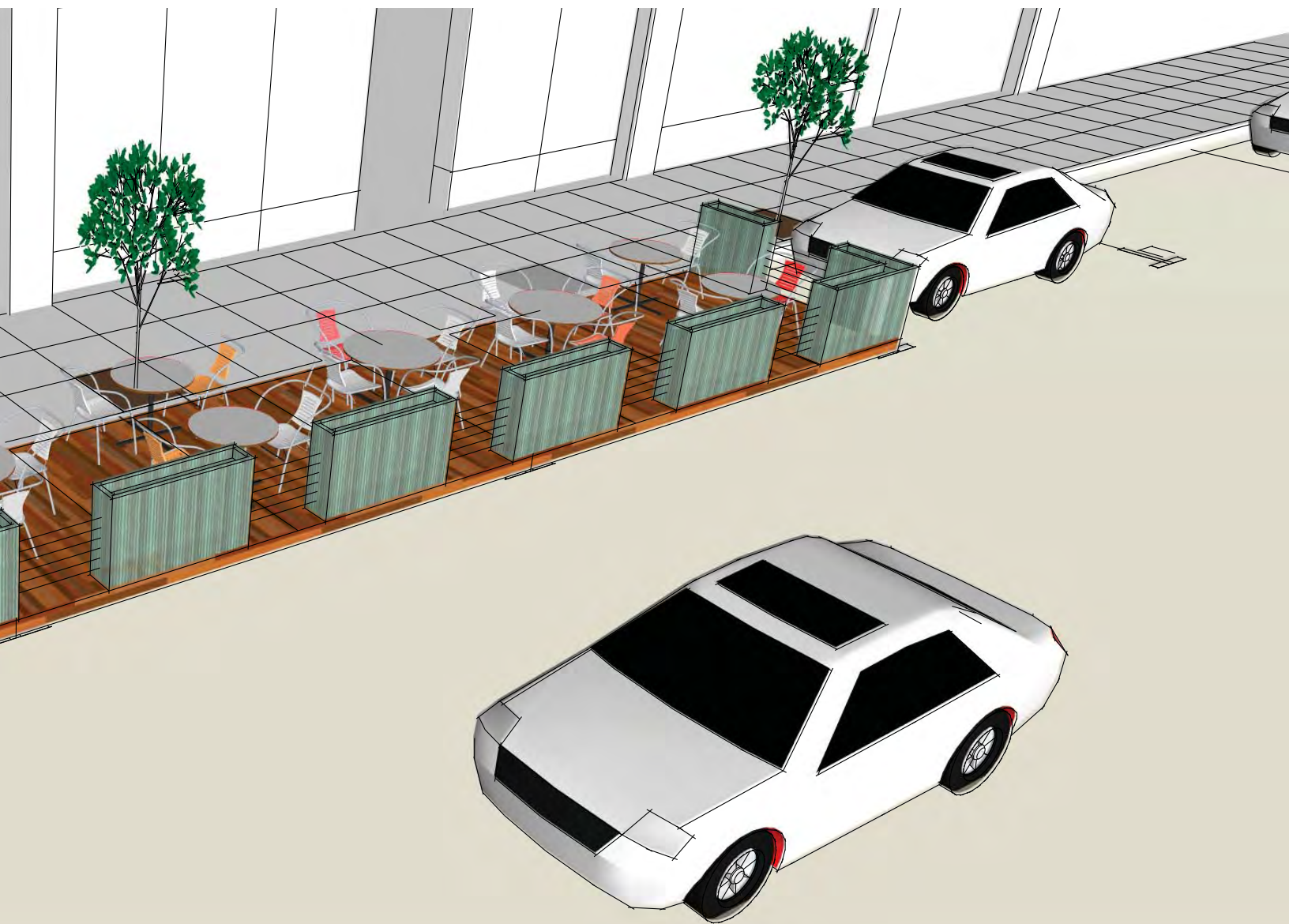
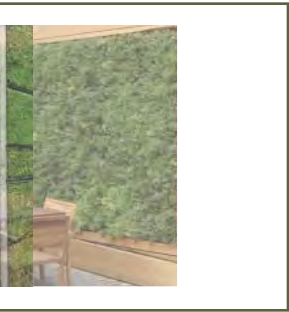
Advantages

- Incorporates a great amount of plant material - visual interest.
- Highly customizable by patrons, and businesses. Also the street furniture is easily maintained by the businesses.
- Simple and proven construction for the deck and planter.

Potential Issues

- Maintenance for green wall. Implementation of green wall with respect to the design intent.





PLATFORM + WIRE RAIL/BOLLARD + FLEXIBLE FURNITURE

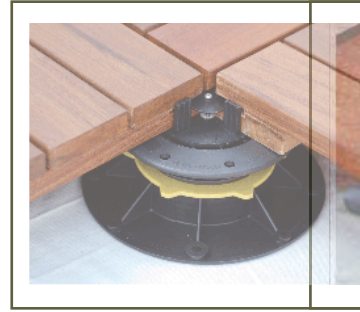
This scheme utilizes the simple wood platform and movable furniture. The protective barrier is built with a bollard and wired railing. Both the bollard and wire rail could be designed and implemented in a more unique way than typically found in existing situations. This design incorporates a random spacing of bollards and deliberate spacing of the wire rail elements. The furniture is a mix of modular monolithic “plastic” outdoor furniture and cafe furniture.

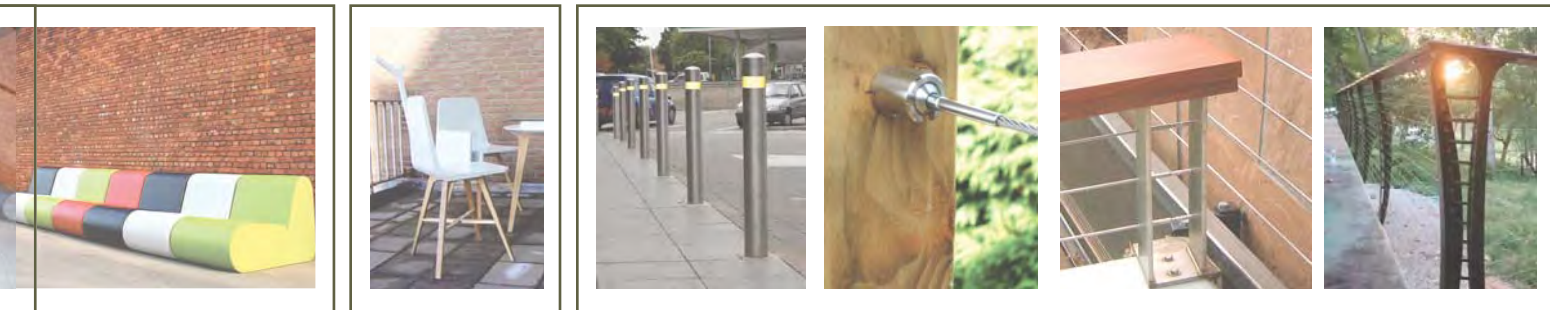
Advantages

- Maximized platform space/ (due to lack of landscape elements)
- Less maintenance required for plant elements.
- Simple and proven construction for the deck and potential increased protection through the use of the bollards.

Potential Issues

- This scheme does not currently incorporate a landscape/plant-based elements.





PLATFORM(VARIED) + WIRE RAIL/BOLLARD + FLEXIBLE FURNITURE + POCKET PLANTING

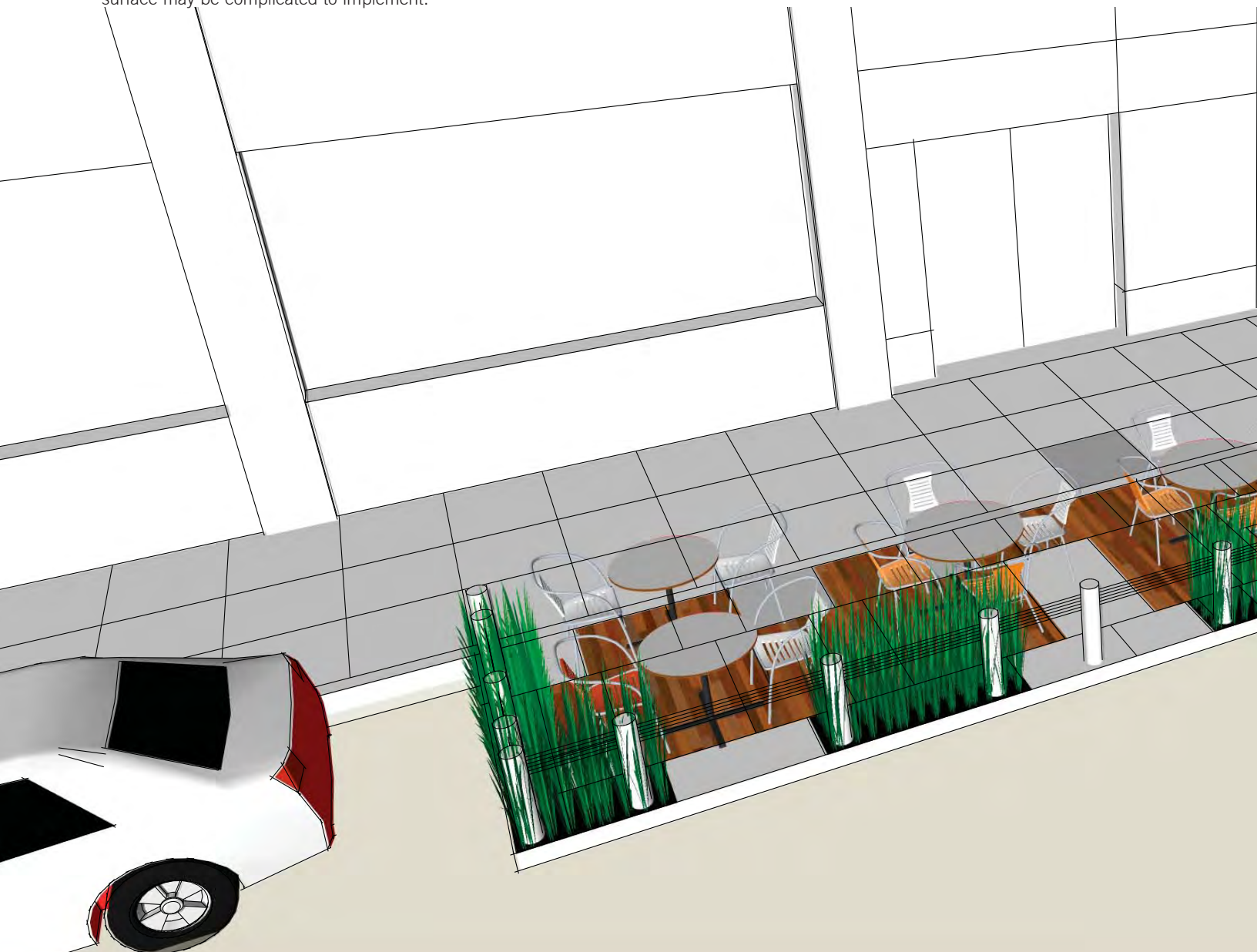
This scheme utilizes a pedestal platform and movable furniture. The platform is rendered as a mixed floor surface material. The materials could vary to include wood, stone, and other durable surfaces. The protective barrier is built with a bollards and wired railing. This design incorporates a random spacing of bollard and deliberate spacing of the wire rail elements. The furniture is shown with outdoor cafe furniture. The planting areas are spaced randomly in the deck and provide some visual interest and separation from the street traffic/noise.

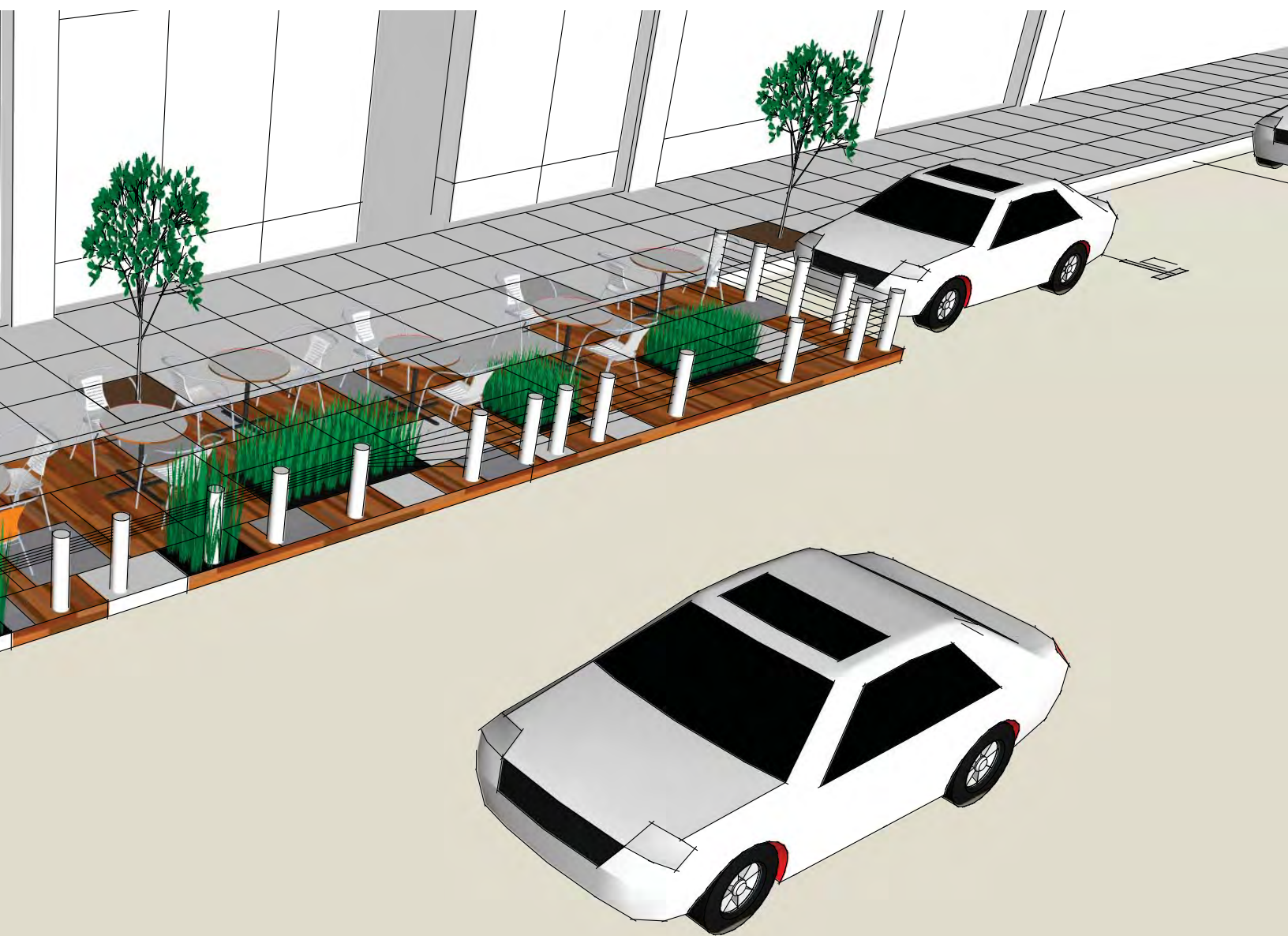
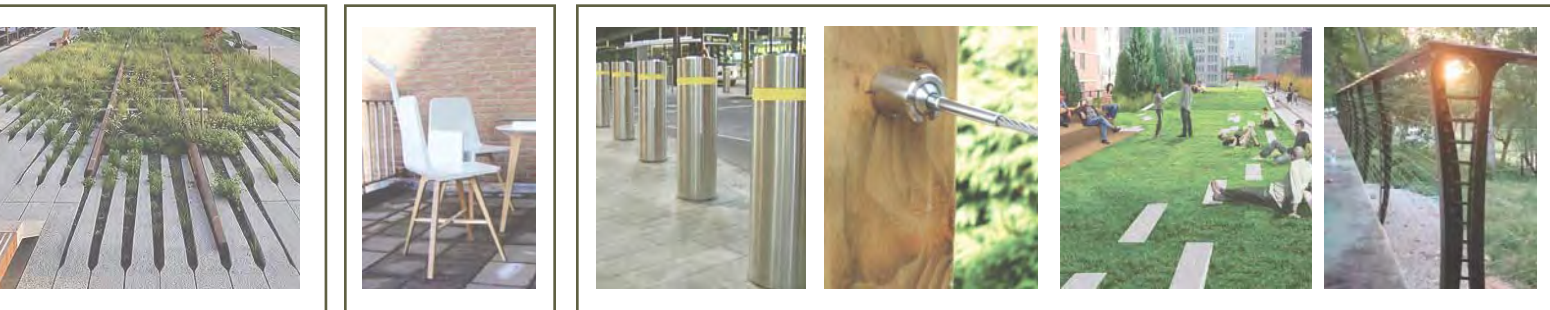
Advantages

- Incorporation of landscape elements into the deck area brings landscape closer to park users. Plants are literally “in the ground” instead of in boxes, which is a subtle visual difference.
- Deck surface begins to vary to create visual interest and tactile variety.
- Furniture is highly customizable and can be easily stored.

Potential Issues

- Minimized platform area due to landscape elements. Planting depth is shallow (may need to be raised planters. Varied floor surface may be complicated to implement.





PLATFORM(VARIED) + WIRE RAIL/BOLLARD + FLEXIBLE FURNITURE + MONOLITHIC PLANTING

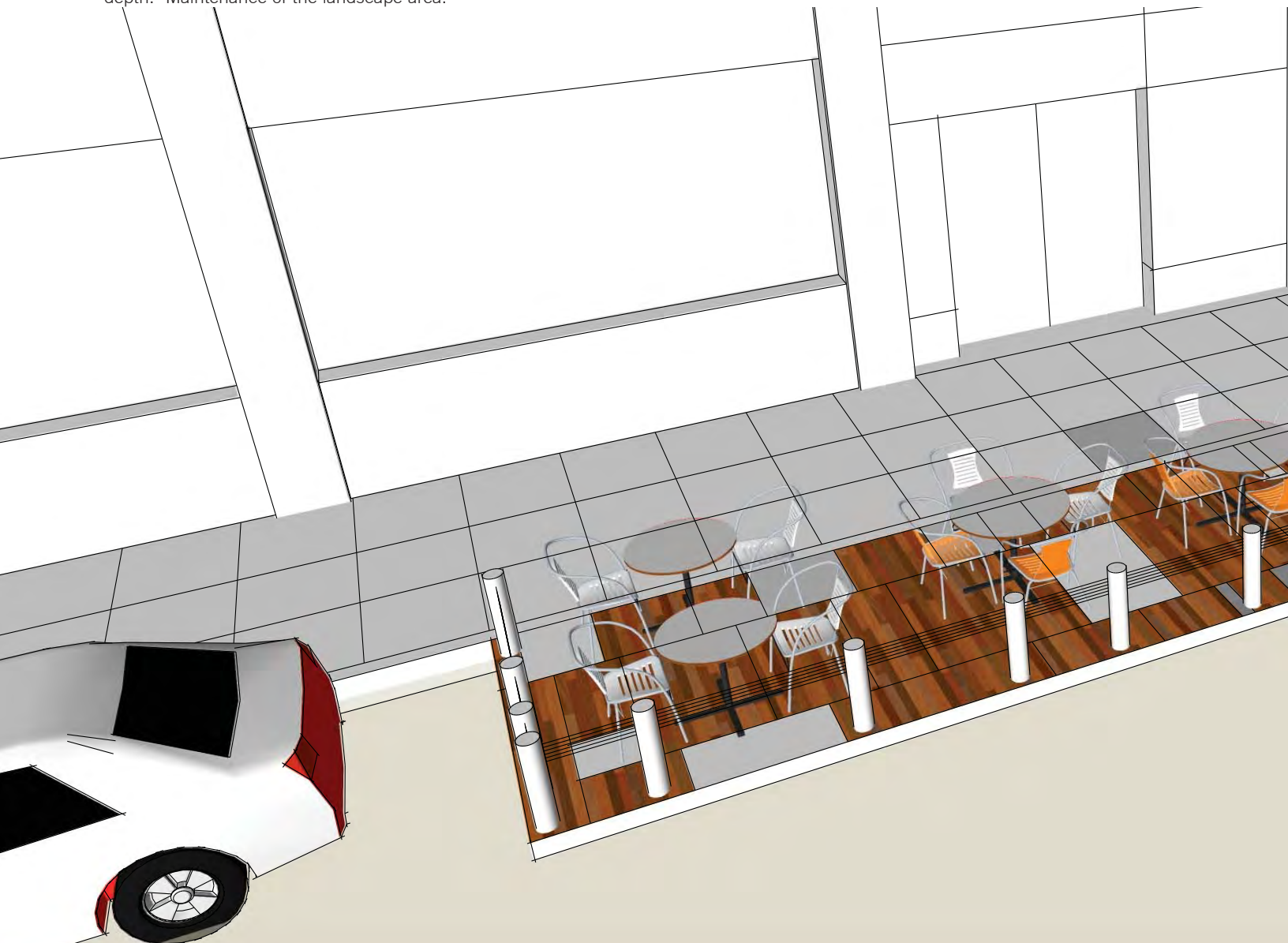
This scheme utilizes a pedestal platform and movable furniture. The platform is rendered as a mixed floor surface material. The materials could vary to include wood, stone, and other durable surfaces. The furniture is shown with a combination of outdoor cafe furniture and modular large scale furniture. The planting area is focused in one primary location separating the deck into two separate zones. The planting area is rendered as a mounded area with dense planting. The intent is to create a focal point for the park and visual interest for those passing by. This green area could incorporate a sculpture piece or a rotating garden exhibit.

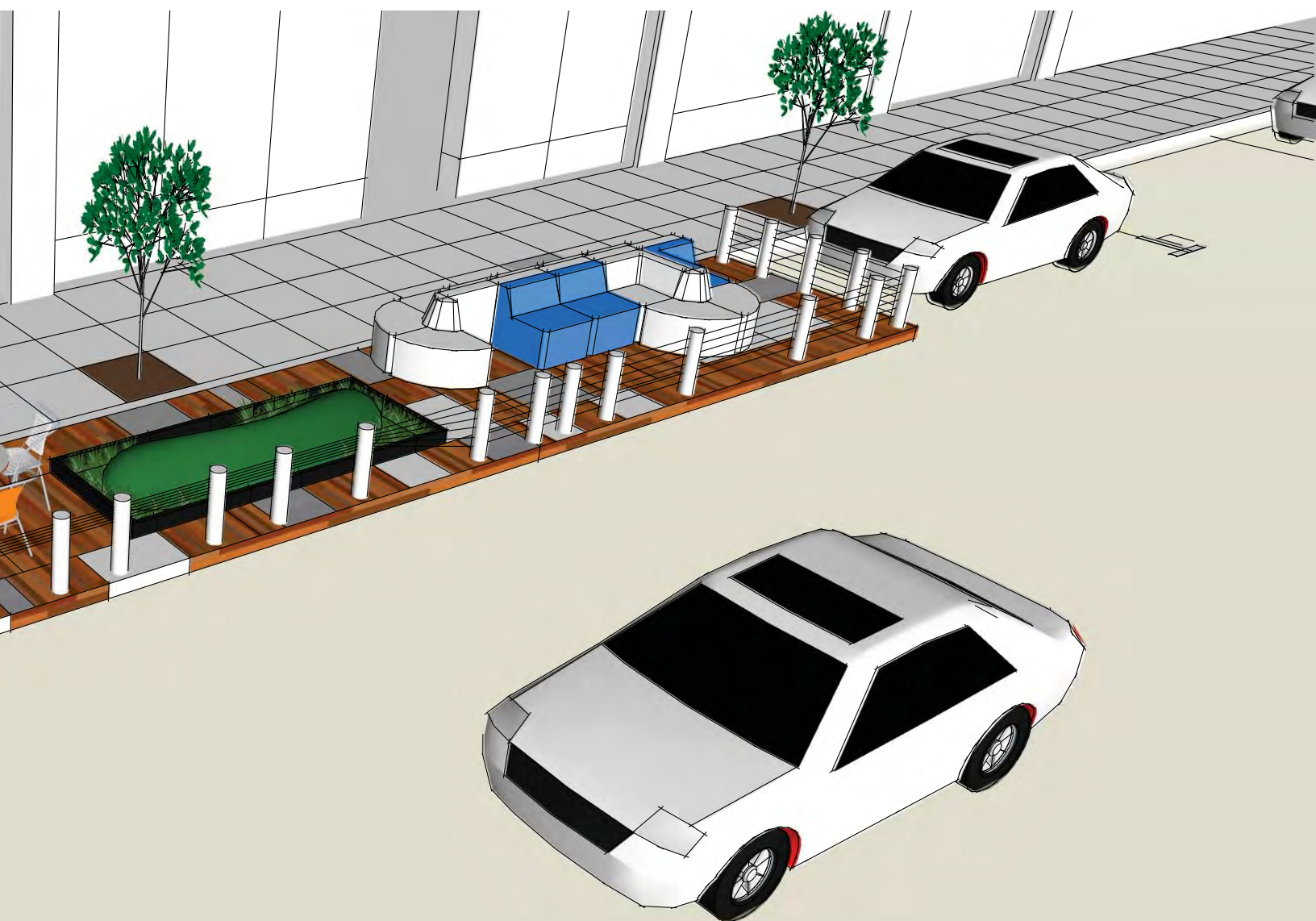
Advantages

- Incorporation of landscape elements into the deck area brings landscape closer to park users. Plants are mounded up and become a very strong focal point. The garden becomes a destination point and point of interest.
- Deck surface varies to create visual interest and tactile variety.
- Furniture is varied depending upon program. The furniture closest to Ironside is suited for a restaurant environment and the furniture at the Chronicle side is more suited for lounging (single user experience).

Potential Issues

- Minimized platform area due to landscape element. Implementation of the landscape element may be difficult given the deck depth. Maintenance of the landscape area.







6. Next Steps

Implementation Strategy for SOMA Parklet

IMPLEMENTATION STRATEGY

PHASE II

As mentioned at the beginning of this document (Overview Section), the scope of the project made it extremely challenging to bring the project to completion by August 30 using the hours allocated by the Innovation Incubator Micro-grant. As the team understood this challenge, the solution was to divide the project in 2 phases. The results of Phase I are found in this document.

As we move forward to Phase II we have developed a series of tasks and a schedule that will make it possible for us to finalize the design of the Modular Kit of Parts for parklets, and implement the first parklet in SOMA, built with our Kit of Parts.

The team will send a submission for the Fall Innovation Incubator Micro-grant trusting that this program will realize:

- that key goals have been reached and important connections have been made, making the next phase a realistic design-development phase. We have an approved location, support from the city and support from 2 fronting businesses, and a team of passionate people willing to make this project a reality.
- that there is great potential for completing the project in 6-9 months, if given the resources and time.
- the positive impact that the successful completion of the project will have on the team, the office, the firm and ultimately the city.

Phase II - September 2010 to February/May 2011

Goals:

1. **Receive permit from the City to install a temporary SOMA Parklet in selected parking stalls.**
2. **Complete design development of modular kit of parts.**
3. **Develop building documents for fabricators.**
4. **Build and install SOMA Parklet!**

2010

2011

Sept. Oct. Nov. Dec. Jan. Feb. March April May

SCHEDULE PHASE II

Project Tasks

Begin the permitting process with the City/
Pavement to Parks to install the Parklet at
the selected SOMA location

Identify all user and partnering businesses
needs through meetings and charettes.
Based on these findings, explore design
options.

Partner with landscaping architects/
designers.

Develop conceptual and schematic design
of the modular pieces, the Parklet as a
whole and construction/assembly options.

Test design against requirements and
user needs. Develop early prototypes of
schemes.

Choose and develop most successful
scheme and create prototypes.....

Test chosen solution against requirements
and user needs.

Present design to Pavement to Parks for
comments.....

Make design revisions if necessary.....

Research and identify materials sources,
fabrication and assembly methods and
providers.

Select materials and fabrication processes.....

Develop construction and assembly
documents.....

Fabricate prototype pieces in collaboration
with fabricators/providers. Test and make
revisions, if necessary.

Build final pieces for SOMA parklet
installation.....

Assemble and install pieces on SOMA
Parklet space.

Inaugurate SOMA Parklet!



7. Appendix

Existing Parklets User Videos + Park(ing) Day 2010

EXISTING PARKLETS USER VIDEOS

In order to understand the needs of existing and potential parklet users we went to the two implemented San Francisco Parklets —Divisadero Street and 22nd Street— and asked some users for their input. Questions included:

- Do you come to this Parklet often? if so are you a resident in this neighborhood?
- What is your favorite aspect of the Parklet? what makes you come here?
- If you were designing a new Parklet what would you include, what would you change?
- What other features or elements do you think would be good additions to a Parklet?
- What do you dislike about the Parklet?

Videos were taken during different times of the day and night using a Flip videocamera.



PARK(ING) DAY 2010

PARK(ing) Day is a annual open-source global event where citizens, artists and activists collaborate to temporarily transform metered parking spaces into “PARK(ing)” spaces: temporary public places. The project began in 2005 when Rebar, a San Francisco art and design studio, converted a single metered parking space into a temporary public park in downtown San Francisco. Since 2005, PARK(ing) Day has evolved into a global movement, with organizations and individuals (operating independently of Rebar but following an established set of guidelines) creating new forms of temporary public space in urban contexts around the world.

PARK(ing) Day was also the inspiration for the San Francisco Pavement to Parks Parklets, therefore we decided to take the opportunity and “test-drive” our selected Parklet location in SOMA building a PARK(ing) Day park in association with our businesses partners Chronicle Books and Ironside. We took 2 parking stalls and had a “picnic” themed park throughout the day.

The park was a success, even though the weather that day was not the best, with fog, cold temperatures and even a few showers, people showed interest in having a permanent Parklet at this location.



PROJECT TEAM

PHASE I

INFORMATION GATHERING

SCHEMATIC DESIGN

KACPER BIGOSINKSI

KELLY EASTMAN

JUSTIN HELM

ROBERTO VEGA PERALTA

CAROLINA RAMIREZ

GRACE WU

PHASE II

DESIGN AND IMPLEMENTATION

JUSTIN HELM

KACPER BIGOSINKSI

GRACE WU



185 Berry Street, Lobby One, Suite 5100

San Francisco, CA 94107

t: 415.856.3000 f: 415.856.3001

www.perkinswill.com

