



PAVEMENT TO PARKS

Justin Panganiban, Summer Internship Program
August 2014



- I. Program Overview
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- IV. Findings
- V. Recommendations

1530 Haight St. Parklet (photo taken by Kay Cheng, 2014)



Program Overview

Pavement to Parks is a program that seeks to implement temporary interventions that reclaim underutilized roadway into new pedestrian space. These spaces can become permanent public open space after an evaluation period.

Program Goals

- Foster neighborhood interaction
- Reimagine the potential of city streets
- Enhance pedestrian safety and activities
- Encourage non-motorized transportation
- Support local businesses

1398 Haight St. Parklet (photo taken by Robin Abad, 2013)

Pavement to Parks - Overview



Justin Panganiban, SF Planning Department (August 2014)



PARKLET



PLAZA

These temporary spaces are typically outfitted with amenities that enhance the quality of public life, such as tables, seating, landscaping, bicycle parking, and public art. Simultaneously, these spaces cut down on the amount of pavement that remains unused or taken up by cars for a majority of the day.

639 Divisadero St. parklet (photo taken by Jeremy Shaw, 2014)

Showplace Triangle Plaza (photo taken by Jeremy Shaw, 2014)

Pavement to Parks - Overview

PAVEMENT TO PARKS

Justin Panganiban, SF Planning Department (August 2014)



What is a Public Life Study?

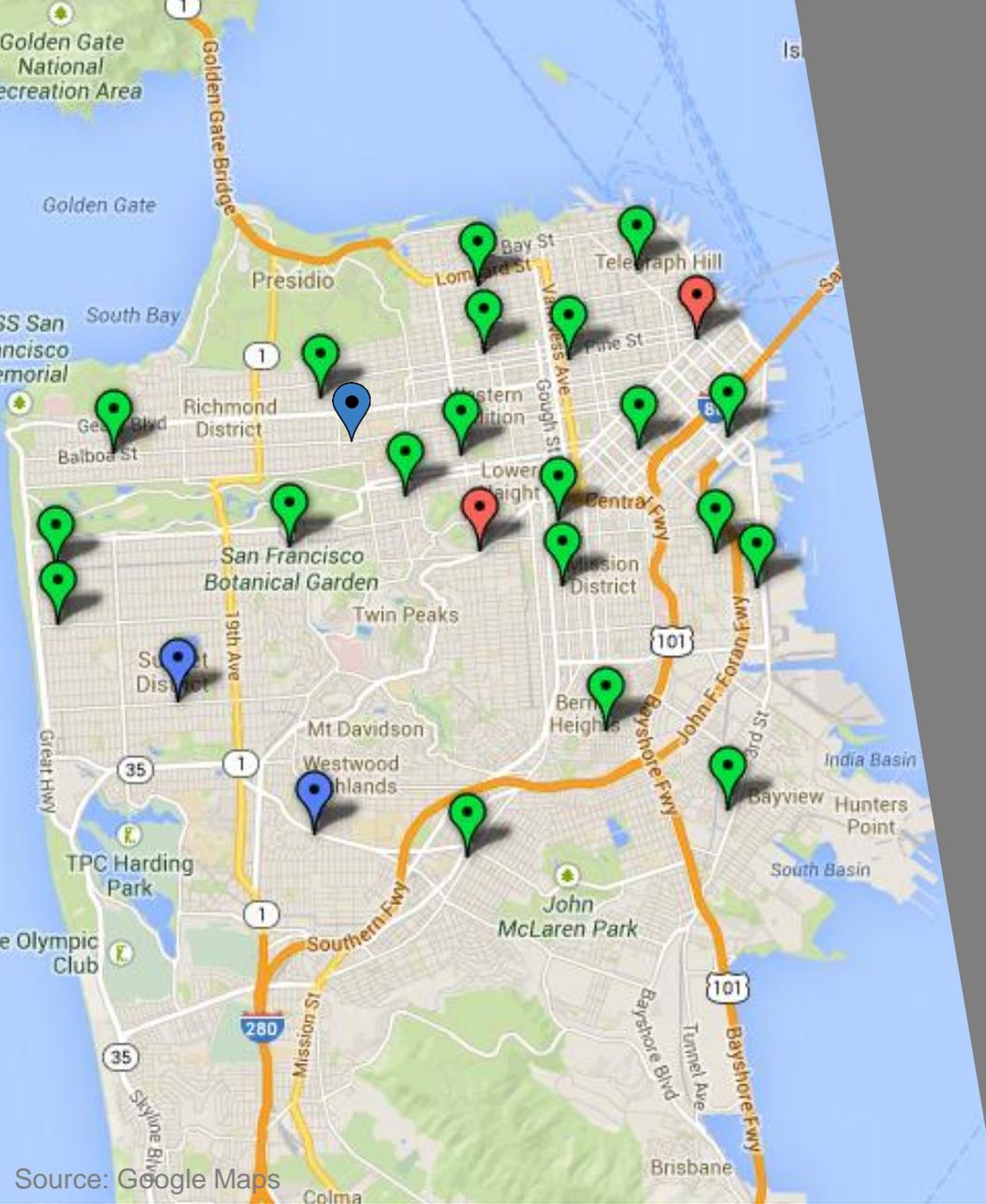
- Provides descriptive data as to how public space is being used
- Information can be used to make public life improvements that promote good design and active use of public space

Survey Instruments

- Screenline Counts
Pedestrian and cyclist volumes
- Activity Scans
Postures and behaviors on parklet/plaza/block
- Intercept Surveys
Travel patterns, trip-related details, user satisfaction, and user demographics

Pavement to Parks launched its first round of citywide public life survey of parklets and plazas in Summer 2014.

1136 & 1132 Valencia St. Parklet (photo taken by Kay Cheng, 2012)



Project Scope

- Conduct public life survey research on:
 - 📍 20 out of 48 parklets installed
 - 📍 3 parklets permitted / designing
 - 📍 2 plazas

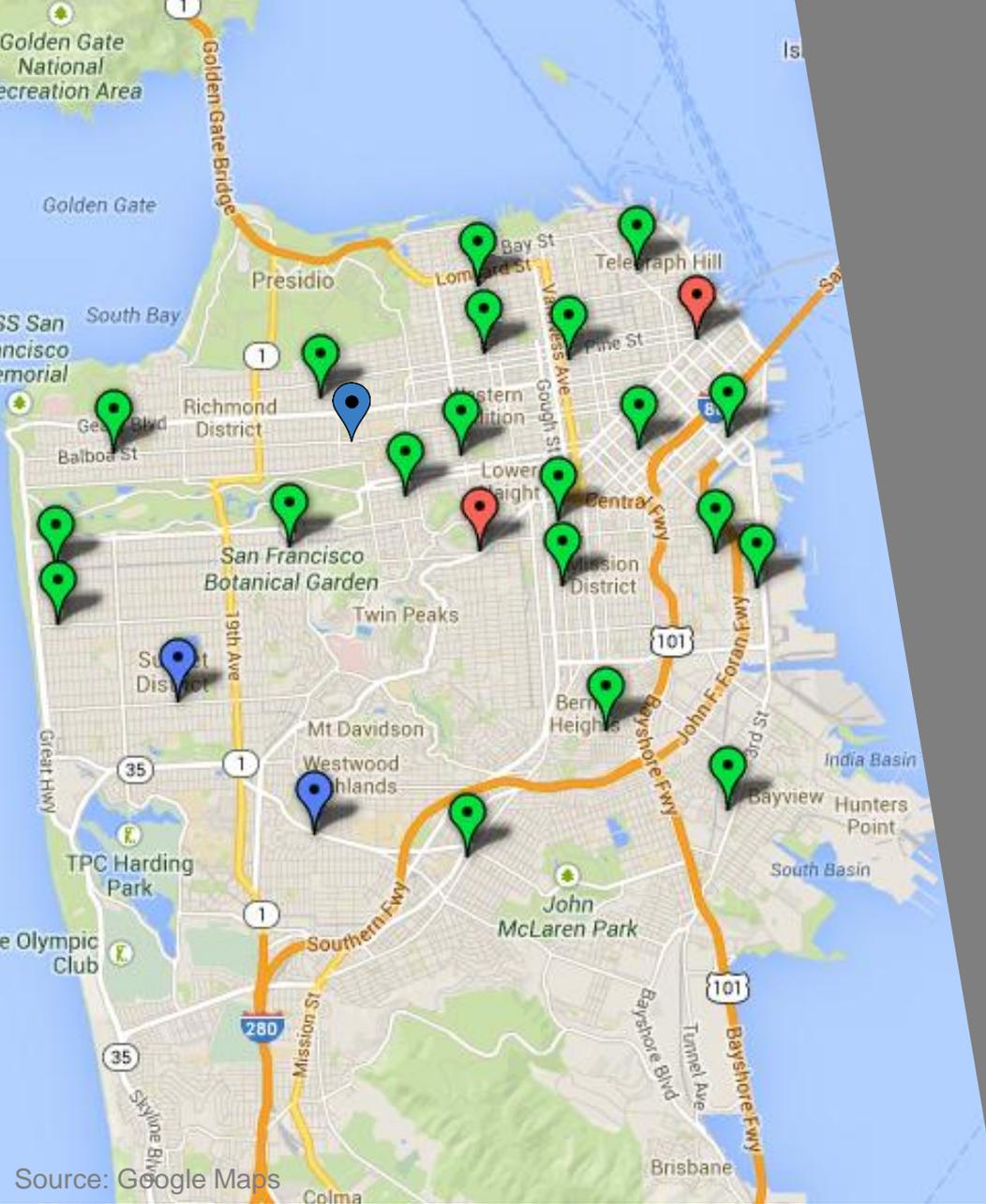
Intern Scope of Work

- Provide training to volunteers interested in collecting data on Pavement to Parks projects
- Collect data at study sites and track overall data collection process
- Analyze findings on public survey data in a final report for Pavement to Parks

Source: Google Maps

Project Scope





Summer 2014 Study Sites



- 1331 9th Avenue, hosted by Arizmendi Bakery
- 1122 Folsom Street, hosted by Brainwash*
- 200 Clement Street, hosted by Cumaica*
- 236-242 Townsend Street, hosted by D'Urso Delicatessen
- 3876 Noriega Street, hosted by Devil's Teeth Baking
- 4754 Mission Street, hosted by Excelsior Action Group*
- 1315 18th Street, hosted by Farley's*
- 375 Valencia Street, hosted by Four Barrel Coffee*
- 914 Valencia Street, hosted by Freewheel Bike Shop*
- 1530 Haight Street, hosted by Haight Street Market
- 1570 Stockton Street, hosted by International School of Pizza*
- 732 22nd Street, hosted by Just For You Café
- 639 Divisadero Street, hosted by Mojo Bicycle Café*
- Polk Street, hosted by Quetzal Café
- 2198 Filbert Street, hosted by Rapha Cycle Club
- 903 Cortland Avenue, hosted Sandbox Bakery*
- 3434 Balboa Street, hosted by Simple Pleasures Café*
- 2410 California Street, hosted by Siol Design / Zinc Details
- 1730 Yosemite Avenue, hosted by Trouble Coffee Co. (Yosemite)*
- 4033 Judah Street, hosted by Trouble Coffee Co. (Judah)



- 436 Balboa Street, hosted by Cinderella Bakery
- 1901 Ocean Avenue, hosted by Out of Site Youth Arts Center
- 1772 Taraval Street, hosted by Rolling Out Bakery



- Jane Warner Plaza on 17th Street & Market Street
- Mechanics Monument Plaza on Battery Street & Market Street

Source: Google Maps

Project Scope





Parklet Assessment

- What types of activities & behaviors are being observed in parklets?
- How are people responding to parklets?
- Who is using parklets?



Plaza Assessment

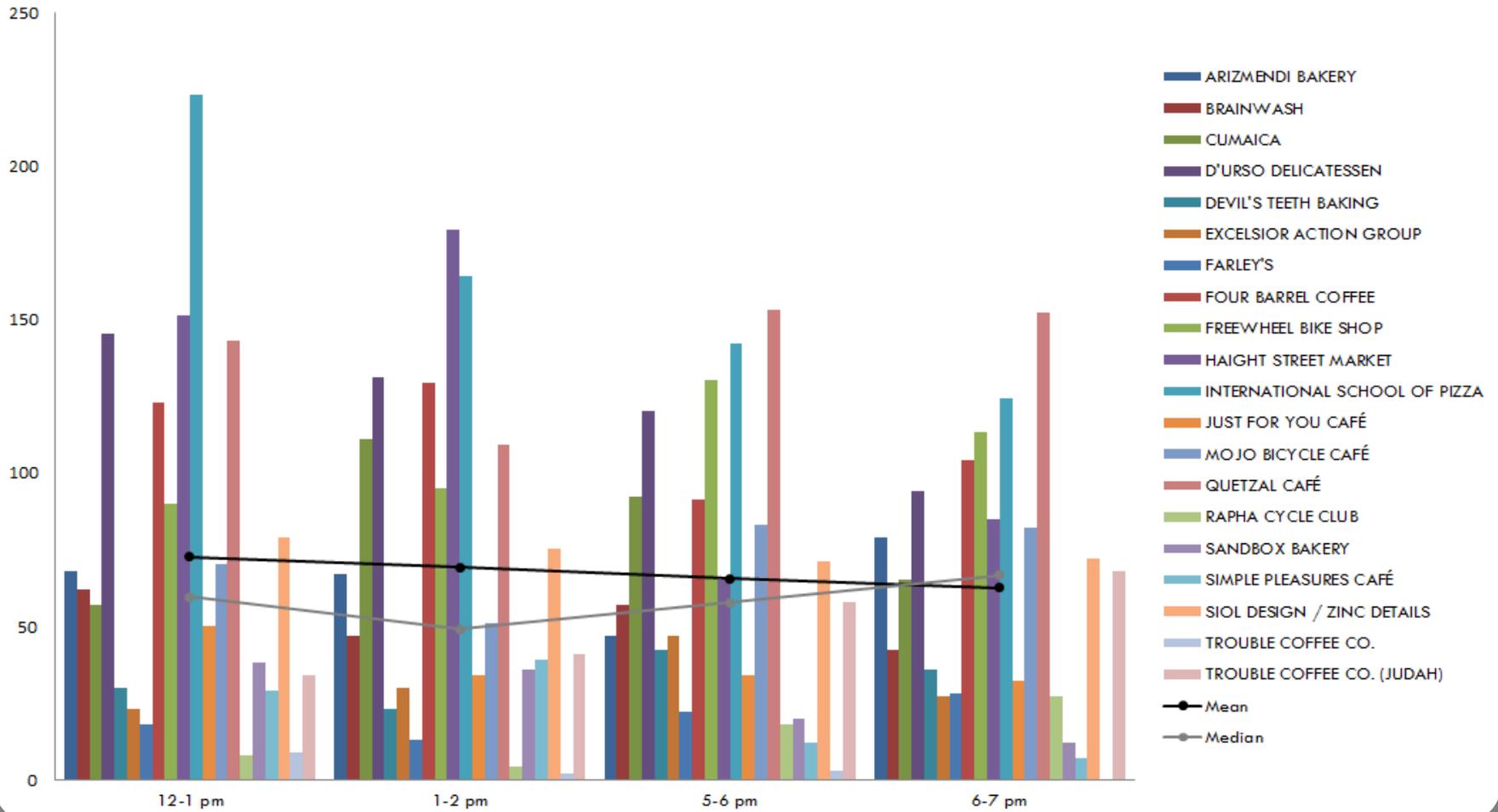
- How does the surrounding neighborhood context dictate plaza use?

Mechanics Monument Plaza
Financial District

Jane Warner Plaza
Upper Market/Castro

This summer's work provides a set of initial findings that can inform future public life studies about whether Pavement to Parks projects are achieving the goals built into the vision for the program

Weekday Total Pedestrian Volumes - All Study Parklets



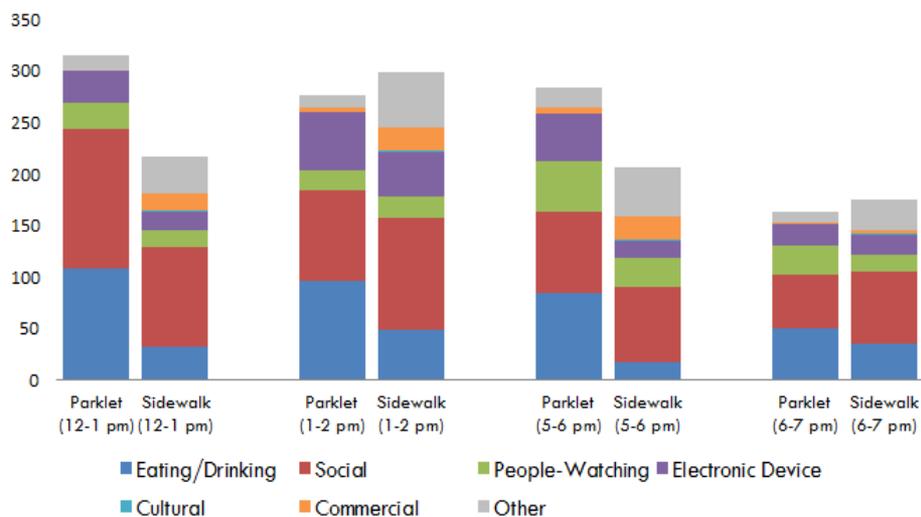
	12-1 pm	1-2 pm	5-6 pm	6-7 pm
Mean	72.5	69	65.35	62.45
Median	59.5	49	57.5	66.5

Findings - Parklets

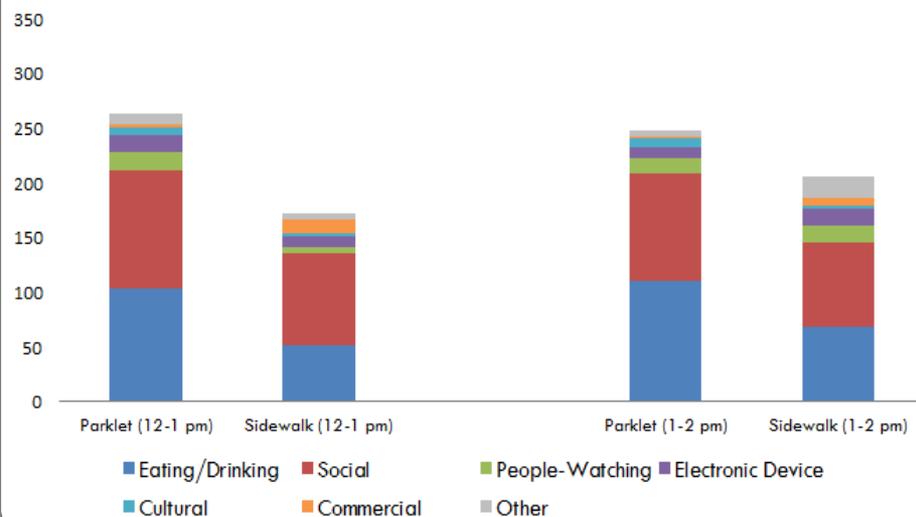


Parklet Finding #1: Parklets were observed as generally having a higher number of activities than on the surrounding sidewalks, as well as having a similar mix of activities as the sidewalk. The most notable difference in activities between the two is higher instances of eating/drinking in the parklet.

Weekday Activities in Parklet vs. Sidewalk



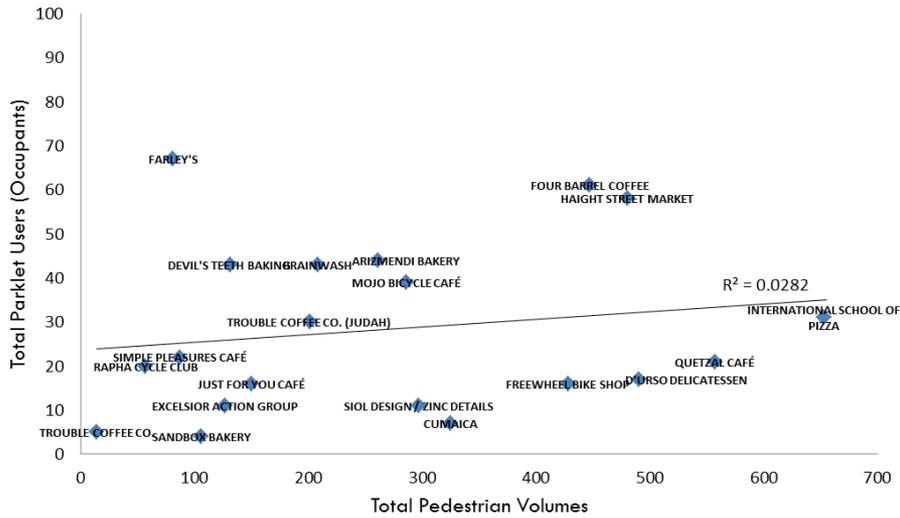
Weekend Activities in Parklet vs. Sidewalk



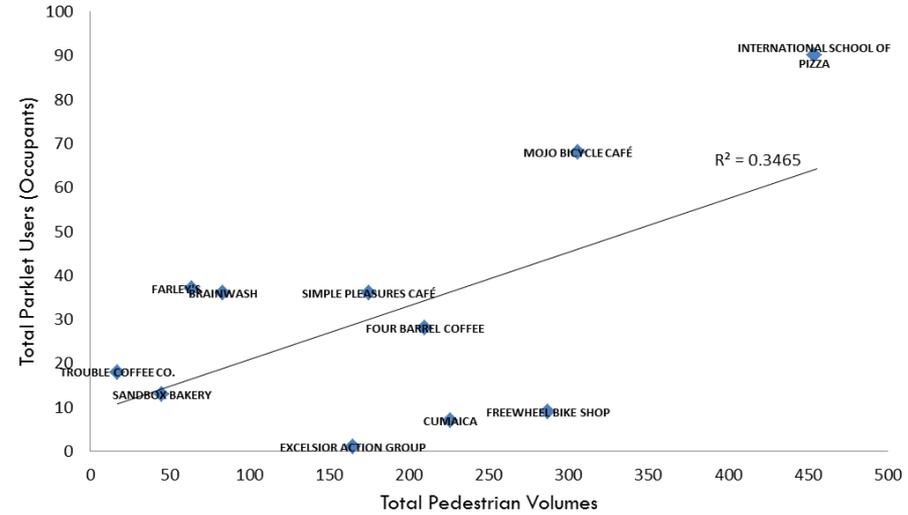
Parklets are providing a space for diverse activities. While many parklets are sponsored by eateries and thus may account for higher instances of eating/drinking, activities not necessarily associated with eating/drinking were still well-represented.

Parklet Finding #2: There is a weak relationship between sidewalk pedestrian volumes and parklet use, particularly on weekdays where more data was collected.

Weekday Pedestrian Volumes vs. Parklet Users



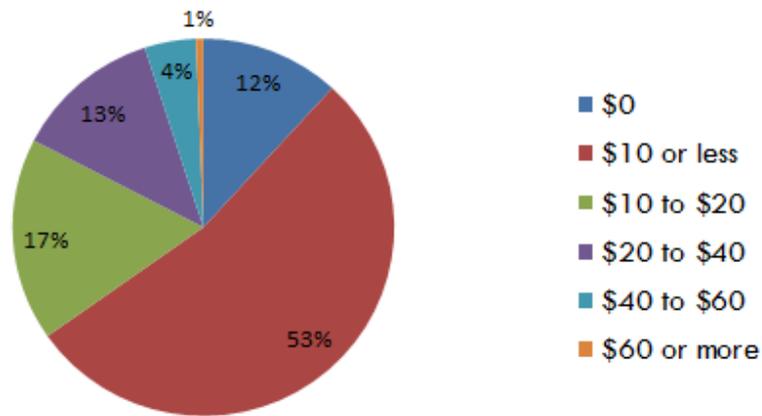
Weekend Pedestrian Volumes vs. Parklet Users



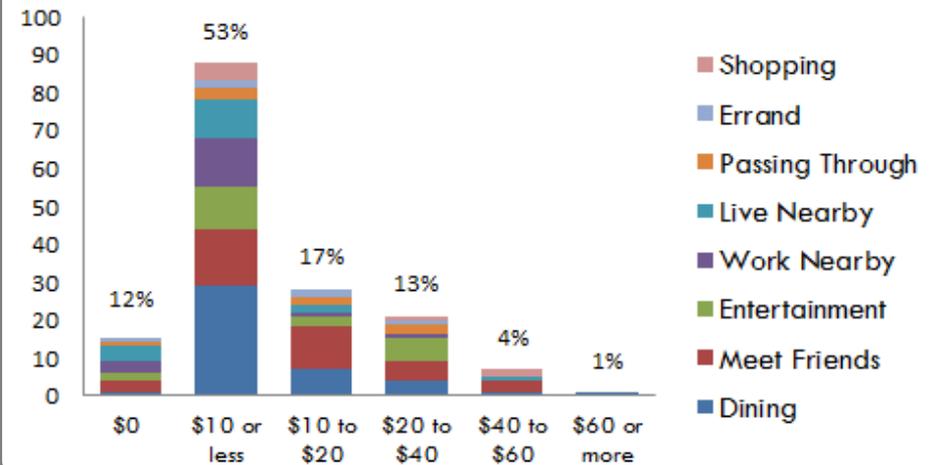
Parklets are well-used and occupied even when numbers of people walking through the neighborhood are relatively low. Thus, there may be other factors on the surrounding block that are affecting parklet use, such as land use

Parklet Finding #3: Around 90% of respondents spent money while using parklets. However, a majority of spending is minimal and tied to both commercial and non-commercial reasons, although dining is the most commonly cited.

Spending at Parklet



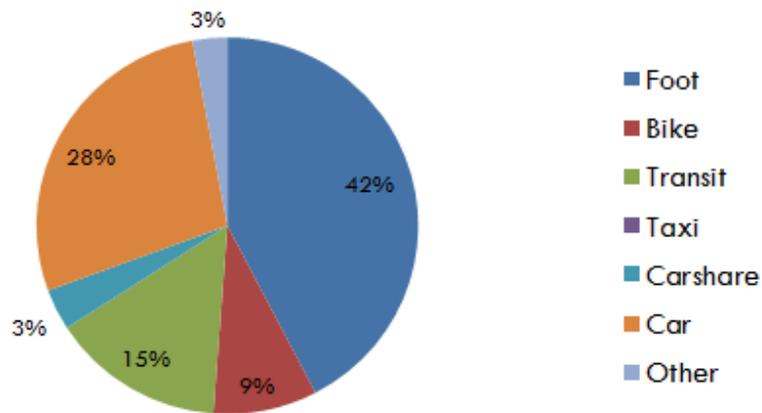
Reason for Visit by Spending



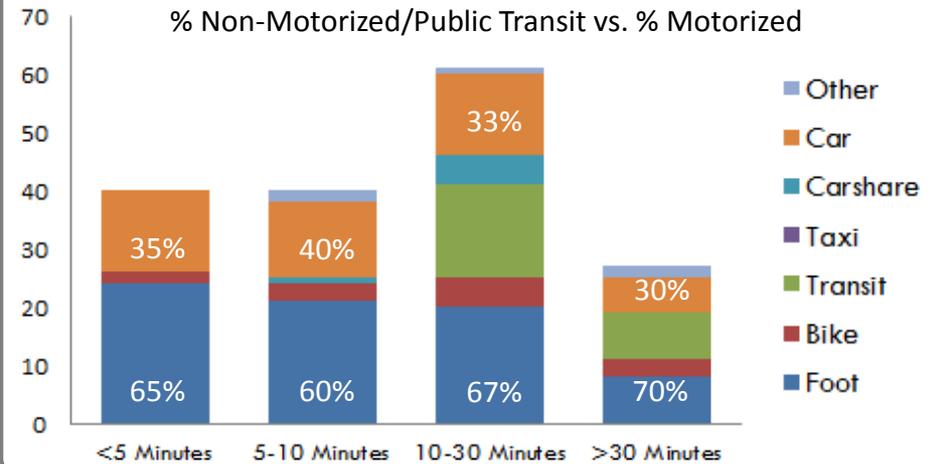
Parklets appear to support local businesses, but not necessarily in a way that makes these spaces inaccessible for those who aren't spending money. People still visit parklets for reasons related to its proximity and opportunities for socializing

Parklet Finding #4: Parklets are being accessed predominantly by non-motorized and public transit, regardless of travel time

Travel Mode to Parklet

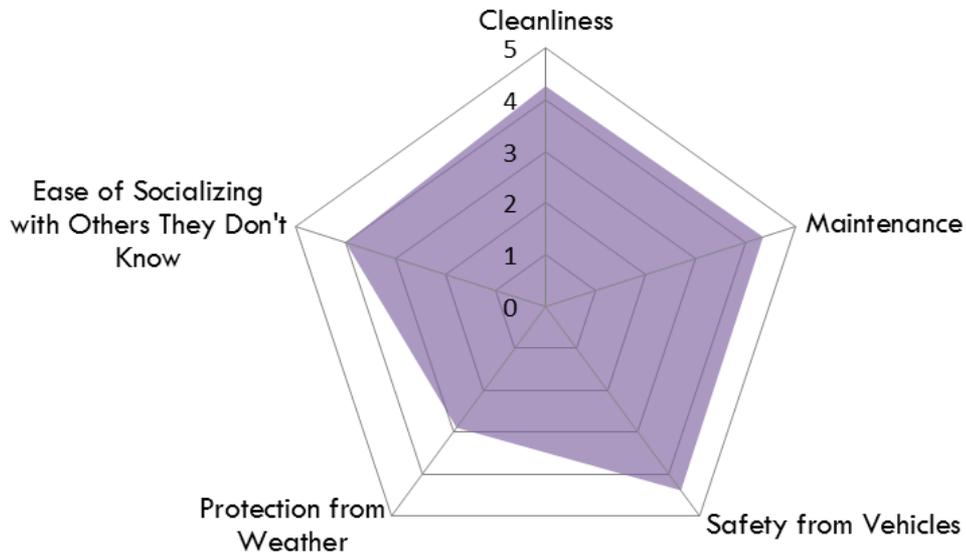


Travel Time to Parklet by Mode

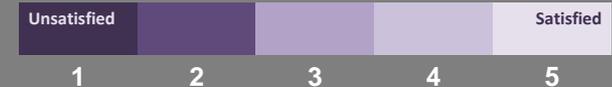


Parklets are supporting public life in a way that allows alternative travel modes to be a more desirable way of accessing nearby amenities and services.

Parklet Finding #5: People are generally satisfied with the physical infrastructure and social opportunities within parklets.

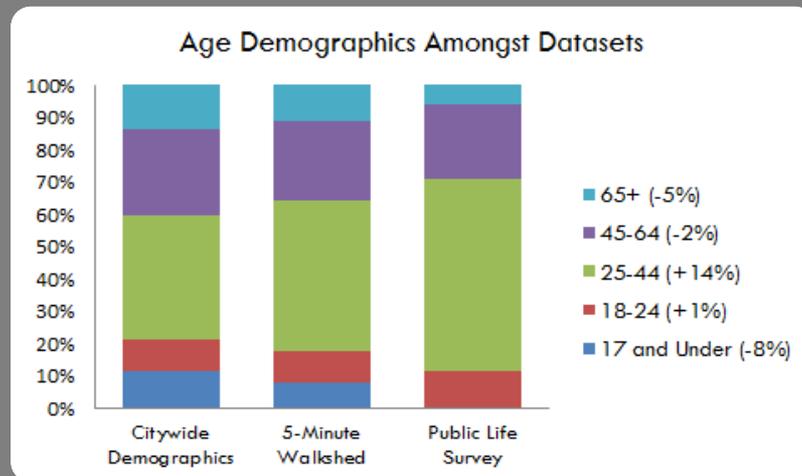


Categories	Mean
Cleanliness	4.26
Maintenance	4.36
Safety from Vehicles	4.39
Weather Protection	2.89
Ease of Socializing	4.01

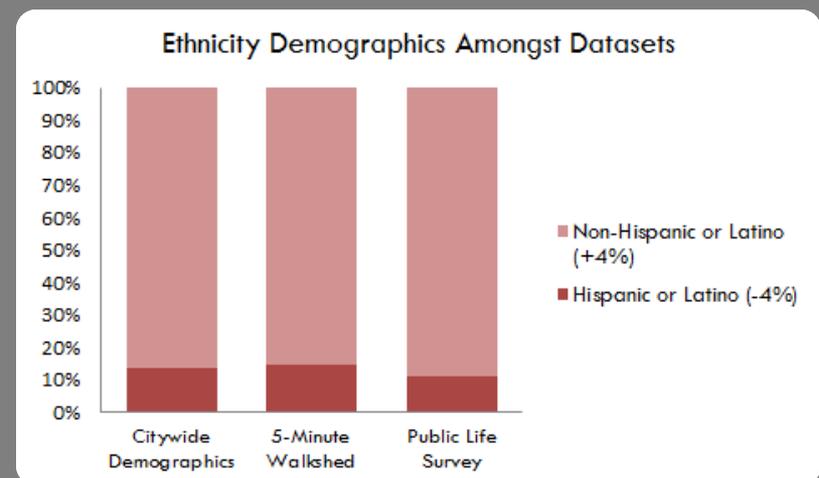
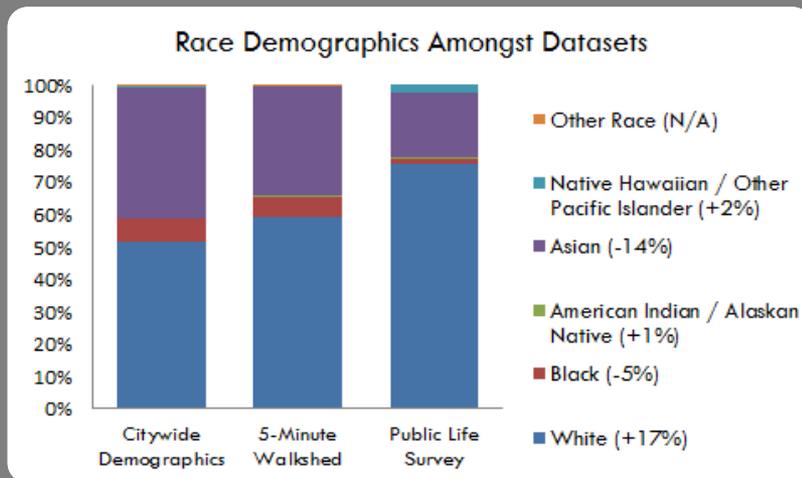


It appears that many parklet sponsors are playing a key role in keeping these spaces safe, active, and clean. Parklets are also promoting a high level of neighborhood interaction based on people's satisfaction with socializing with others.

Parklet Finding #6: Survey sample demographics did not correspond with the demographics of residents who live within a 5-minute walkshed of a parklet.

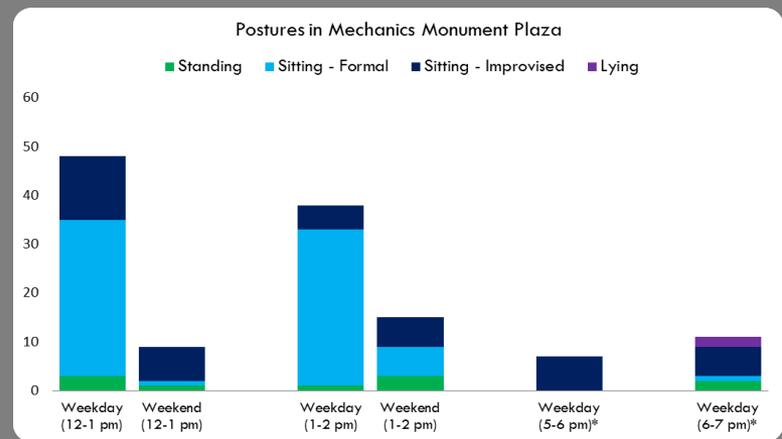
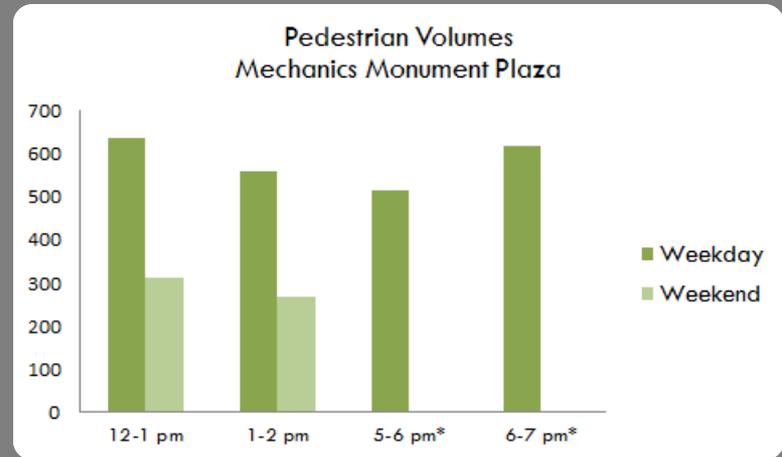


Citywide and 5-minute walkshed data provided by Gene Stroman



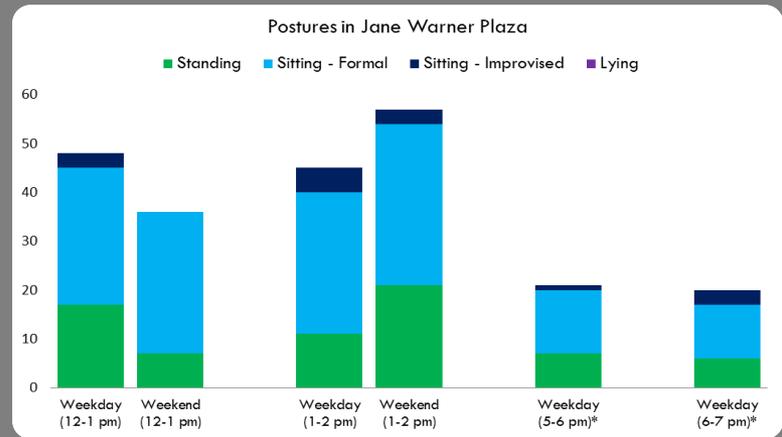
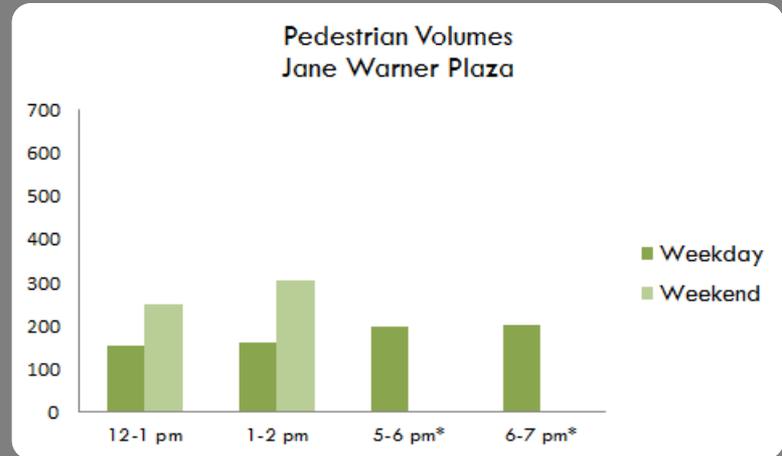
There were several limitations to using intercept surveys to understand parklet demographics, including self-selection survey bias and an inability to administer surveys to those 17 and under, resulting in their lack of representation in the sample.

Plaza Finding #1: Similar to what was found in the parklet study, pedestrian volumes on sidewalk did not correspond with plaza occupancy.



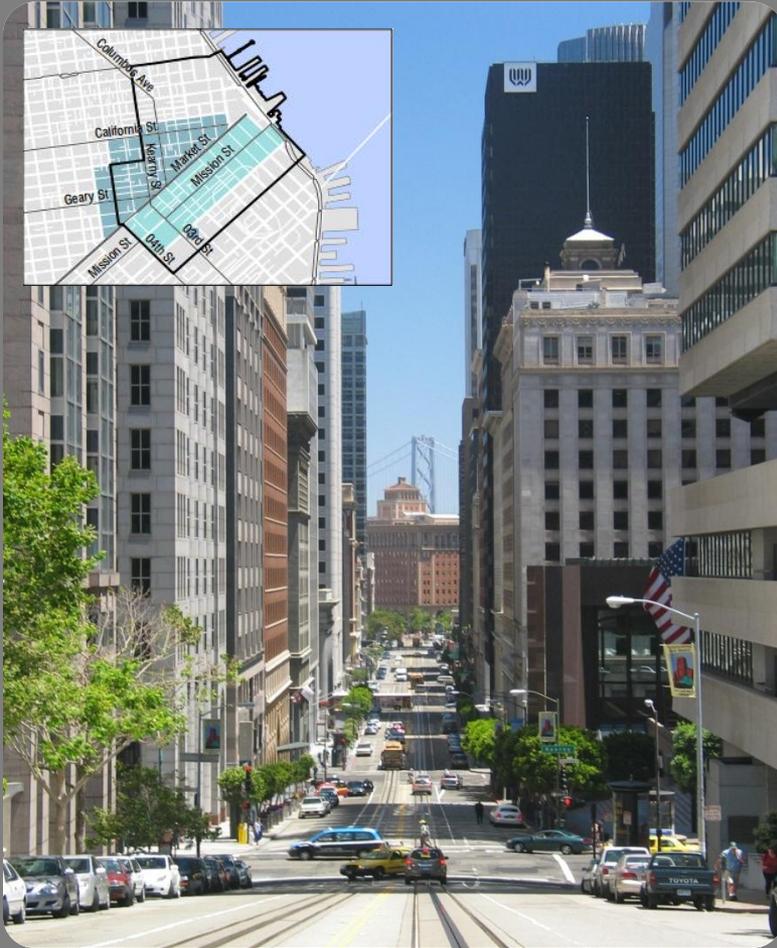
*no data was collected on weekend evenings (5-7 pm)

Plaza Finding #1: Similar to what was found in the parklet study, pedestrian volumes on sidewalk did not correspond with plaza occupancy.



**no data was collected on weekend evenings (5-7 pm)*

Plaza Finding #2: Primary uses within a plaza can be linked to local land uses and the different types of users who are near the plaza



Financial District
Mechanics Monument Plaza

Source: Flickr



Castro / Upper Market
Jane Warner Plaza

Findings - Plazas



Plaza Finding #3: The carrying capacity and use of plazas is connected to the availability of street furnishings. Even though Jane Warner Plaza and Mechanics Monument Plaza experienced different pedestrian volumes on the sidewalk, they shared similar levels of activity in the plaza when furnishings were present.



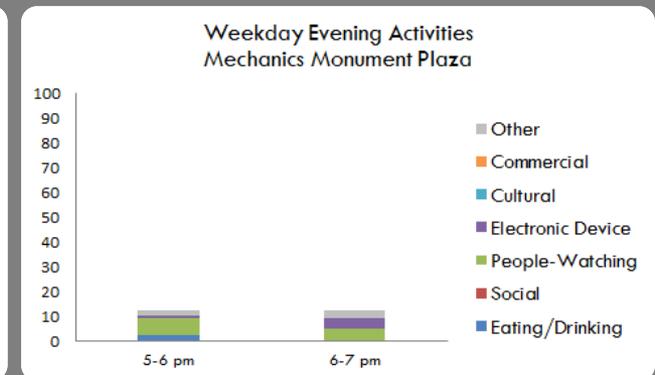
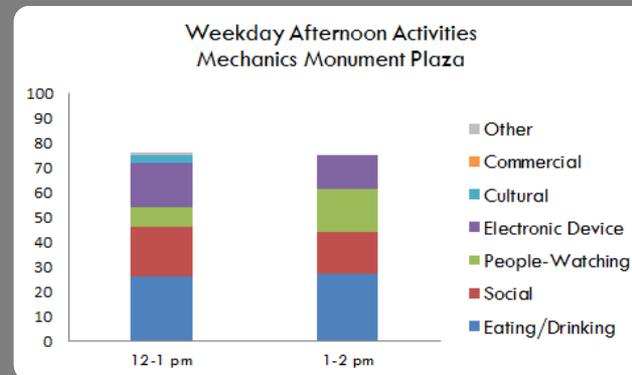
Permanent Seating
(Recently Removed)



Movable Tables and Chairs
(Weekday Afternoons)



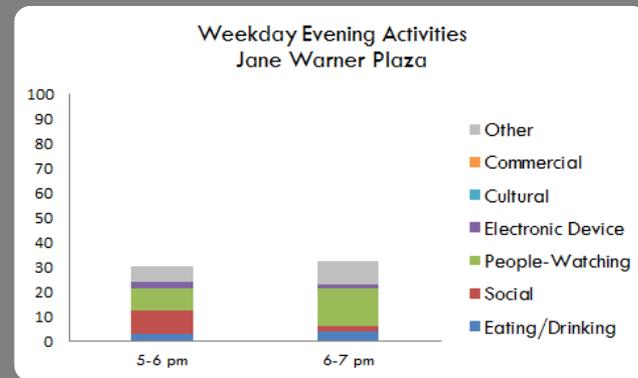
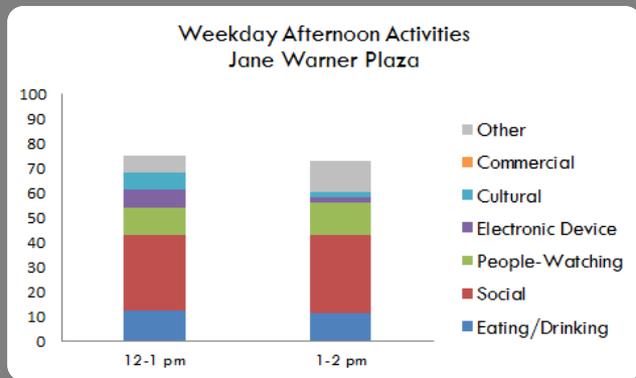
No Furnishings
(Weekday Evenings & Weekends)



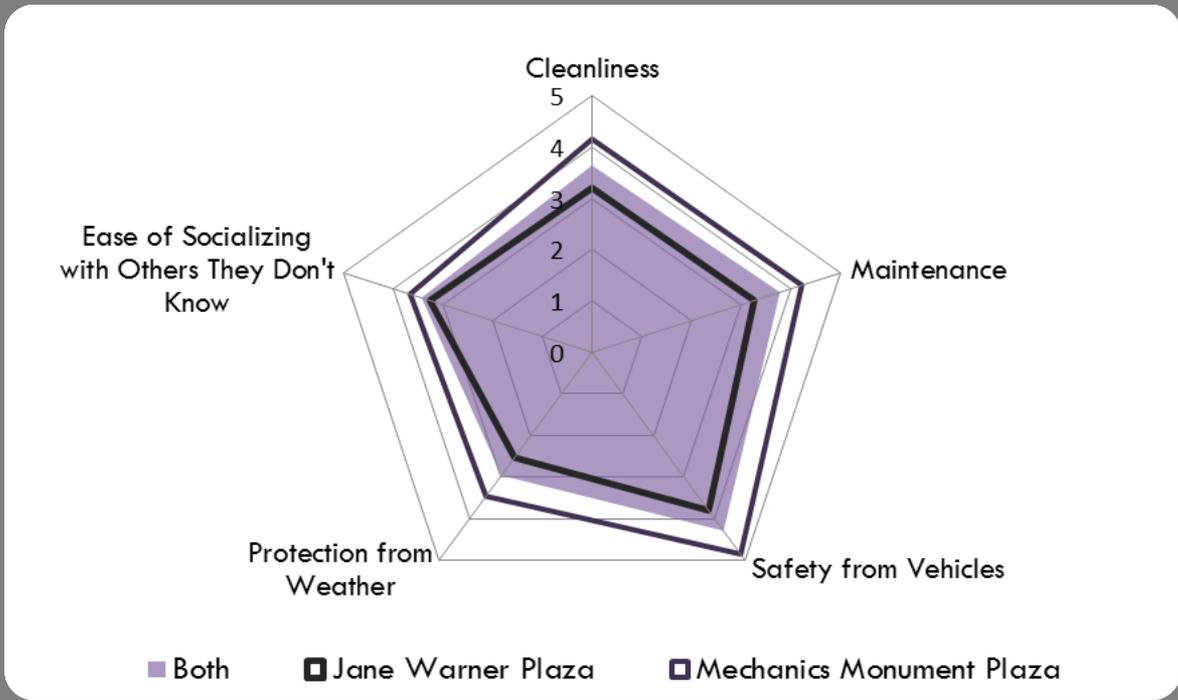
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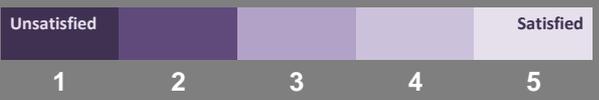
Movable Tables and Chairs
(Weekdays and Weekends)



Plaza Finding #4: Similar to what was observed between parklets and sponsoring organizations, local stewardship from CBDs play a key role in how people perceive and use plazas.



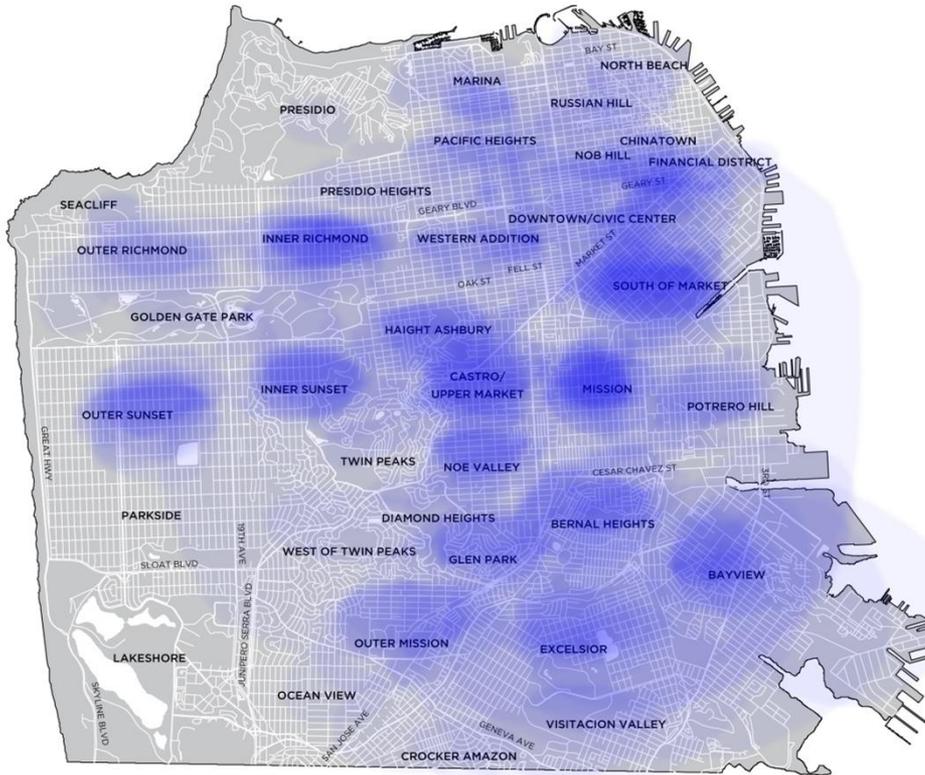
Categories	Plaza Mean	Parklet Mean
Cleanliness	3.64	4.26
Maintenance	3.79	4.36
Safety	4.29	4.39
Weather	2.96	2.89
Socialization	3.44	4.01



Findings - Plazas



total responses = 91



of responses

High

Low

Cognitive Mapping

Administered after the intercept survey, this exercise gives respondents an opportunity to reflect on public space distribution throughout the City. Respondents were given a map of neighborhood names and streets in San Francisco and were asked to draw bubbles around areas where they would like to see more small open spaces similar to a parklet.

Areas with High Response Rate

- South of Market
- Financial District
- Mission
- Castro/Upper Market
- Inner Richmond

Survey instrument developed by Adrienne Aquino.

Other Findings





Heightened Neighborhood Interaction:

Satisfaction with ease of socializing within the parklet was ranked highly amongst respondents, and social activities were one of the most highly observed activities in both the parklet and on adjacent sidewalks.

Enhanced Pedestrian Safety and Activities:

Satisfaction with parklet's safety from passing vehicles was ranked the highest out of all categories in the parklet user intercept survey. In addition, activity scans of the parklet indicated a diverse mix of different activities and behaviors on the block while intercept surveys revealed that respondents were visiting the parklet for a mix of recreational, local, and work-related reasons

236 Townsend St. Parklet (Photo taken by Kay Cheng, 2012)

Findings and Program Goals





Use of Non-Motorized Transportation:

Both non-motorized transportation (walking and cycling) and public transit made up at least 60% of trips to a parklet regardless of travel time, making parklets an accessible public asset for the local neighborhood, as well as visitors and tourists.

Support for Local Businesses:

Parklets, while publically accessible spaces, capture a lot of the commercial activity that happens at nearby stores, restaurants, etc. Intercept surveys indicated that 90% of parklet users spent money while using the parklet.

236 Townsend St. Parklet (Photo taken by Kay Cheng, 2012)

Findings and Program Goals





Recommendation #1: Look into neighborhoods where respondents have expressed interest in seeing more parklets and similar small public spaces

Recommendation #2: Expand activity scans to inventory street furnishings in parklets and plazas

Recommendation #3: Conduct further study on the relationship between pedestrian volume, land use, and plaza/parklet use

Recommendation #4: Explore and gauge the cultural accessibility of parklets and plazas

1386 Noriega St. Parklet (Photo taken by Kay Cheng, 2012)

Recommendations: Future Studies





- **Robin Abad Ocubillo**
- Ilaria Salvadori
- Neil Hrushowy
- Adrienne Aquino
- Amir Hajrasouliha

Public Life Survey Volunteers, Summer 2014

Alex Riemony	Fahteen Khan	Mark Dreger
Amir Hajrasouliha	Fiona Cundy	Megan Calpin
Amy Chan	Gene Stroman	Melissa Ruhl
Ariel Feingold-Shaw	Genevieve Munsey	Miriam Eason
Bahar Vaezi	Hilary Finck	Nicholas Perry
Charlotte Hummer	Jason Su	Nikki Diaz
Chrissy Lin	John Dennis	Norma Guzman
Corina Velazco	Kath Buttar	Pranjali Deokule
David Uniman	Lale Tiejiao	Sara Ameri
Emily Busch	Luke Norman	Stella Kim
Esmeralda Jardines	Mahsa Kassai	Tatiana Sierra
Eunice Fong	Maria De Alva	Tom Holub

And a special thank you to Tina Tam, the Summer 2014 interns, and all of the planning staff for your support and guidance throughout this internship program!

Acknowledgements

