SAN FRANCISCO PLAZAS
PUBLIC LIFE STUDY
ABOUT PAVEMENT TO PARKS
PLAZAS
Reclaiming the roadway
A neighborhood venue for events and programs

PARKLETS
Rethinking the parking lane
Augmented sidewalk space and seating

NEW PROTOTYPES
Mobile and event-based elements
Exploring ideas to activate and re-imagine public spaces
PLAZAS
7 Pavement to Parks Plazas:
4 in demonstration phase
3 becoming permanent
2 now permanent plazas

PARKLETS
5 RFP cycles
60+ installed
25+ in design and permitting

NEW PROTOTYPES
1 Portable Bicycle Corral
1 Portable Parklet
7 Parkmobiles
2 Street Stages
PLAZAS PUBLIC LIFE STUDY
PLAZA SITES

SAN FRANCISCO
FEBRUARY 2010

MECHANICS MONUMENT PLAZA

ANNIE STREET PLAZA

MINT PLAZA

LINDEN ALLEY

MCCOPPIN HUB PLAZA

JANE WARNER PLAZA

* PAVEMENT TO PARKS PLAZA
METHODOLOGY

**STATIONARY ACTIVITY MAPPING**
(For approx. 5 min, 2x/hour, 4x/shift)

**PEDESTRIAN & BICYCLE SCREENLINE COUNTS**
(For approx. 10 min on each side of surrounding block, 1x/hour, 2x/shift)

**PLAZA USER INTERCEPT SURVEYS**
(# of responses vary per plaza depending on circumstances)
STUDY SNAPSHOT

6 PLAZAS

STUDIED 12-2 PM, 5-7 PM
1 WEEKDAY (TUES OR WED)
1 WEEKEND (SAT)
JULY 2015

48 HOURS FIELD WORK

75+ USERS INTERVIEWED

1,000+ PLAZA USERS OBSERVED

10,000+ PEDESTRIANS & CYCLISTS COUNTED
WHO IS USING THESE PLAZAS?

TOTAL NUMBER OF OBSERVED USERS BY PLAZA

- Mint Plaza: 383
- Mechanics Monument Plaza: 183
- Linden Alley: 168
- Annie Street Plaza: 122
- McCoppin Hub Plaza: 102
- Jane Warner Plaza: 98

OBSERVED AGE

- 65+ years old: 10%
- >16 years old: 6%
- 6% (other age groups)

OBSERVED SEX

- Plaza Users:
  - Female: 35%
  - Male: 65%
- Block Pedestrians:
  - Female: 41%
  - Male: 59%
WHO IS USING THESE PLAZAS?

NUMBER OF USERS, WEEKDAY 12 - 1 PM, PER 1000 SQ FT.

<table>
<thead>
<tr>
<th>Plaza</th>
<th>Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mechanics Monument Plaza</td>
<td>20</td>
</tr>
<tr>
<td>Mint Plaza</td>
<td>19</td>
</tr>
<tr>
<td>Annie Street Plaza</td>
<td>5</td>
</tr>
<tr>
<td>McCoppin Hub Plaza</td>
<td>5</td>
</tr>
<tr>
<td>Jane Warner Plaza*</td>
<td>2</td>
</tr>
<tr>
<td>Linden Alley</td>
<td>1</td>
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</tbody>
</table>

* Movable chairs absent at this time

OBSERVED AGE

- 65+ YEARS OLD: 10%
- >16 YEARS OLD: 6%

OBSERVED SEX

- Plaza Users: 35% Female, 65% Male
- Block Pedestrians: 41% Female, 59% Male
About Pavement to Parks

**POSTURES**

* Sitting - Mobile includes Wheelchairs and Strollers.
** Standing includes Standing-Leaning.

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**WEEKDAY**

<table>
<thead>
<tr>
<th>Time</th>
<th>Lying</th>
<th>Sitting - Improvised</th>
<th>Sitting - Mobile*</th>
<th>Sitting - Fixed</th>
<th>Standing**</th>
</tr>
</thead>
<tbody>
<tr>
<td>12-1 PM</td>
<td>31</td>
<td>18</td>
<td>50</td>
<td>29</td>
<td>8</td>
</tr>
<tr>
<td>1-2 PM</td>
<td>18</td>
<td>29</td>
<td>72</td>
<td>18</td>
<td>29</td>
</tr>
<tr>
<td>5-6 PM</td>
<td>31</td>
<td>27</td>
<td>45</td>
<td>31</td>
<td>27</td>
</tr>
<tr>
<td>6-7 PM</td>
<td>21</td>
<td>10</td>
<td>10</td>
<td>10</td>
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</table>

**WEEKEND**

<table>
<thead>
<tr>
<th>Time</th>
<th>Lying</th>
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<th>Sitting - Mobile*</th>
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<th>Standing**</th>
</tr>
</thead>
<tbody>
<tr>
<td>12-1 PM</td>
<td>54</td>
<td>45</td>
<td>13</td>
<td>13</td>
<td>6</td>
</tr>
<tr>
<td>1-2 PM</td>
<td>55</td>
<td>19</td>
<td>10</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>5-6 PM</td>
<td>49</td>
<td>8</td>
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<td>7</td>
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</tr>
</tbody>
</table>
Our plazas are social spaces, a place to converse.

- Other main activities included eating/drinking, people watching, electronic device. Children were absent in most plazas.

- Jane Warner Plaza had the most diverse observed activities.
Our plazas are social spaces, where people intend to come with one another or meet one another.

- At least 40% of total observed users at each plaza were in pairs or groups.

- Of users across all plazas, 37% were in pairs and 20% in groups.
Overall average user satisfaction with plazas is 3.79 (on a scale of 1-5).

Jane Warner Plaza & Mechanics Plaza were studied in Summer 2014, and received an overall average of 3.62.

Overall decreased satisfaction since last year:

Jane Warner: 3.21 to 2.80
Mechanics: 4.10 to 3.45
INITIAL FINDINGS
INITIAL FINDINGS

(1) CONTEXT = ESSENTIAL FACTOR FOR PLANNING WELL UTILIZED PLAZAS.

(2) CHOICES & MOVABLE SEATING, PLEASE!

(3) STEWARDSHIP MAY HELP KEEP A PLAZA USED BY MANY & DIVERSE PEOPLE.
There is a significant positive relationship between block pedestrian volumes and plaza usage.

Correlation strength = 0.41

N = 90

P < 0.001
Relationship of Pedestrian & User Volumes

CORRELATION STRENGTH = 0.41  
N = 90  
P < 0.001
Plazas with movable chairs had a significantly higher average number of users per count than plazas with only fixed seating.

Of the four plazas with movable chairs, there was a significantly higher average number of users per count when chairs were present than put away.
CLEANLINESS & MAINTENANCE SATISFACTION, SCALE 1-5

- McCoppin Hub Plaza
- Annie Street Plaza
- Mint Plaza
- Linden Alley
- Mechanics Monument Plaza
- Jane Warner Plaza

Red bars represent the average of Plaza Cleanliness, and blue bars represent the average of Plaza Maintenance.
INITIAL FINDINGS

(1) CONTEXT = ESSENTIAL FACTOR FOR PLANNING WELL UTILIZED PLAZAS.

(2) CHOICES & MOVABLE SEATING, PLEASE!

(3) STEWARDSHIP MAY HELP KEEP A PLAZA USED BY MANY & DIVERSE PEOPLE.
(1) Relationships between data & land use
(2) Further analysis of usage, seating types, & percentage of plaza allocated to seating
(3) Stewardship & programming structures

Stay tuned!
THANK YOU!

PAVEMENTTOPARKS.ORG

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SUMMER 2015 VOLUNTEERS:

VINCENT AGOE
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ANNIE CHOI
GENISE CHOI
ABIGAIL COCHRAN

COLETTE DELLS
ALISON ECKER
JUSTIN FUNG
DAN GILLETTE

ROBIN HUEY
AUDREY KOH
XINYU LIANG
PATRICIA MOU

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Gil Kelley
Lily Langlois
Matt Lasky
Robert Lim
Jessica Look
Menaka Mohan
Martha Ketterer
Patrick Race
Carla Short
Rahul Shah
Ilaria Salvadori
Jeremy Shaw
Candace Soohoo
Gene Stroman
Will Tabajonda