SODA
TURNED
SPOOKY

ENTER AT YOUR
OWN RISK
SOUTH DOWNTOWN DESIGN AND ACTIVATION PLAN

OVERVIEW

The South Downtown Design + Activation Plan will provide a framework for designing, implementing and managing the public realm in the emergent neighborhood surrounding the Transbay Terminal and Rincon Hill. The plan area covers a quadrant of roughly 30 blocks of the city bounded by Market Street, The Embarcadero, Bryant Street and 2nd Street. The planning process is a collaborative effort between the City and The East Cut Community Benefit District and will result in a comprehensive vision for the design and activation of streets and open spaces throughout the South Downtown.

PLAN GOALS

Station 1: Enhance and Implement
This plan will build upon previous planning initiatives and new efforts to shape this neighborhood throughout the years. Synchronizing these efforts and building on the successes of the past will allow us to create more complementary designs across planning areas and create stronger connections both within and beyond the district.

Station 2: Enhance the Built Environment
The South Downtown Design + Activation Plan emphasizes the need to enhance the built environment of the South Downtown area. Enhancing the built environment means thinking strategically about how we can enhance our ground floors and create more vibrant pedestrian environments. It means improving safety and creating new open spaces for residents and visitors and being intentional about how our public spaces are used.

Station 3: Elevate the Experience
Think about your favorite streets and public spaces. Why do you love them? For most people, the answer to this question involves multiple elements that work together to create a positive sensory and emotional experience. Our experience of streets and public spaces is rooted in a sense of place and identity. It is enhanced by cohesive and high-quality design, as well as some degree of activation, which provides us with opportunities to people watch or engage with others as we convalesce, observe, learn or play.

Station 4: Prioritize Safety and Mobility
The future of the South Downtown is a truly multi-modal district with high efficiency transit, a better bike and walking network with 21st century designs to improve safety for all street users with an emphasis on people walking, biking, and riding transit. Future plans also include more greening and spaces for people to stop and rest. The City is working together to ensure that streets and open spaces are well-designed, maintained, and activated.

A DISTRICT IN TRANSITION

Fifteen years ago, much of the South Downtown was characterized by surface parking lots and light-industrial land uses. Today, the district is experiencing a wave of development by public and private sector actors. The construction of the Transbay Transit Center will greatly improve access to Downtown, especially from the East Bay, while a wave of new residential and commercial high-rises (over 20 at last count) will, in addition to permanently altering the City’s skyline, dramatically enhance the city’s identity.

CRATING A NEIGHBORHOOD CULTURE

Neighborhood is more than the physical infrastructure and buildings that constitute it. It is fundamentally about the people who live and work there. David’s Legacy, a neighborhood district, the South Downtown area has seen a large influx of development and vibrant new uses and activities. This influx, combined with the gradual transformation of this once sleepy warehouse district, has led to an influx of new residents, employees, visitors, and a renewed interest in the neighborhood’s future. With these changes comes the opportunity to define and develop a neighborhood identity, build and grow relationships, and strengthen our ties to the unique history on the neighborhood’s future. How can we work together to create a positive sensory and emotional experience? How can we use our public realm to create a community that works together to create a positive sensory and emotional experience? How can we use our public realm to create a community that works together to create a positive sensory and emotional experience?
**PROJECT TIMELINE**

**COMMUNITY WORKSHOP 1 – PROJECT KICK-OFF**
FOCUS: Project Overview, History, Future Projects, Goals and Objectives

**BLOCK PARTY & WALKING TOUR**
FOCUS: Walk the neighborhood and understand challenges and ideas for specific open spaces and sites

**TODAY!**

**COMMUNITY WORKSHOP 2**
FOCUS: SFMTA, OCII, Public Works, & TJPA Key Project Updates, Open Space Activation, Retail Pop-Up

**COMMUNITY WORKSHOP 3 – POP-UP PARTY IN SPEAR STREET**
FOCUS: Activation of Spear Street & Permanent Installations, Other Programming, SFMTA, Public Works, & OCII Key Project Updates

**COMMUNITY WORKSHOP 4**
FOCUS: Street Systems, Project Prioritization, Details (Materials, Furniture, Greening), SFMTA, Public Works, & OCII Key Project Updates

**TAILORED OUTREACH**
Small outreach events to businesses/residents, community groups to discuss the project. We want residents and workers to be involved in the process of improving public life in South Downtown. Give us a shout to request a brief presentation at your office’s lunch-and-learn or residential building association meeting at soda@sfgov.org.

**VISIT OUR WEBSITE FOR UPDATES**
www.sf-planning.org/soda
www.neighborland.com/sodasf

**WANT TO GET INVOLVED?**

**AUGUST 2017**
**COMMUNITY WORKSHOP 1 — PROJECT KICK-OFF**
FOCUS: Project Overview, History, Future Projects, Goals and Objectives

**SEPTEMBER 2017**
**BLOCK PARTY & WALKING TOUR**
FOCUS: Walk the neighborhood and understand challenges and ideas for specific open spaces and sites

**TODAY!**

**COMMUNITY WORKSHOP 2**
FOCUS: SFMTA, OCII, Public Works, & TJPA Key Project Updates, Open Space Activation, Retail Pop-Up

**SPRING 2018**
**COMMUNITY WORKSHOP 3 – POP-UP PARTY IN SPEAR STREET**
FOCUS: Activation of Spear Street & Permanent Installations, Other Programming, SFMTA, Public Works, & OCII Key Project Updates

**SPRING 2018**
**COMMUNITY WORKSHOP 4**
FOCUS: Street Systems, Project Prioritization, Details (Materials, Furniture, Greening), SFMTA, Public Works, & OCII Key Project Updates

**ONGOING**

**TAILORED OUTREACH**
Small outreach events to businesses/residents, community groups to discuss the project. We want residents and workers to be involved in the process of improving public life in South Downtown. Give us a shout to request a brief presentation at your office’s lunch-and-learn or residential building association meeting at soda@sfgov.org.

**WE’LL BE LOOKING FOR INPUT ON:**

- Principles for prioritizing future streetscape improvements
- Defining street furniture, paving and landscaping pallets
- Developing programming strategies for open spaces
- Developing strategies for enhancing retail and activating building frontages
- Seeking opportunities to establish new public open spaces within the public ROW (e.g. Spear Street)
- Modernizing bike facilities within the South Downtown
- Developing strategies for managing on-street vehicular loading (passenger and goods)
- Reestablishing transit service in Rincon Hill
UNDER RAMP PARK

One of four new parks coming to the South Downtown neighborhood, Under Ramp Park will capture the space below the Fremont offramp and the new Transbay bus ramp. This unique 3 acre stretch will be packed with amenities including a dog park and sports courts, as well as a pavilion to house management and small food vendors.

PROGRAMMING & RENDERINGS

Schematic Design
Outreach with neighborhood groups with multiple meetings dating back to 2011

Design Development
Advancing the technical considerations

Construction Documentation & Permitting
Begin construction!
SALESFORCE PARK

In addition to the streetscape projects and several new buildings coming to the South Downtown, four new parks will be added to the neighborhood, Salesforce Park being the largest. The park is designed with a circuitous path on the perimeter of the roof of the future Transit Center, and includes several connections to neighboring buildings. The diagram below shows the programming opportunities and fixed activities that will be featured in the park.

**PROGRAMMING & RENDERINGS**

**SALESFORCE PARK**

**DESIGNER:** Peter Walker Partnership  
**ESTIMATED COMPLETION DATE:** Late 2017

The Transit Center will feature “Salesforce Park,” a 5-acre rooftop park. The 1,400 foot long elevated park will feature a wide range of activities and amenities, including a restaurant and cafe.
KEY PROJECT UPDATES

Among the many new buildings coming to the South Downtown, several streetscape projects will be undertaken in the next 5 years to create more pedestrian friendly, efficient transit, and safe bike facilities. The Planning Department, SFMTA, Public Works, and OCII have worked together to establish designs for Folsom Street, 2nd Street, and Harrison Street. The following designs have been vetted by City agencies, and the projects will soon start construction.

FOLSOM STREET

- Folsom street, from 2nd to Embarcadero, will include parking, protected bike lanes, lush greenery, and 2-way car traffic.

2ND STREET

- 2nd Street’s proposed design above includes turn pockets, protected bike lanes, and landscaping. The Natoma Pedestrian Mall will be built by the TJP.

HARRISON STREET

- Parts of Harrison Street have already been constructed by private developments to include lush greenery and large bulb-outs. The City works with developers to ensure their sidewalks match the designs established in the Rincon Hill Streetscape Plan.

As proposed in the Rincon Hill Streetscape Masterplan, Harrison Street will create remaining zones with existing and landscaping, as well as large pedestrian bulb-outs at intersections.
In response to findings of the 2015 Rincon Hill Community Transit Plan, the SFMTA is considering a route realignment for the 12 Folsom-Pacific. The realignment options shown below would provide direct transit connections to the Financial District/Downtown, Chinatown, SoMa, and Mission neighborhoods. Combined with existing transit in the area, Rincon Hill neighborhood would have direct transit access to a wealth of destinations.

**WHAT WE HEARD**

**ALL TRIPS SURVEY**

**TRANSIT MAP WITH FUTURE ROUTE 12 STOP LOCATIONS**

**POTENTIAL NEW CONNECTIONS FOR RINCON HILL – 12 FOLSOM-PACIFIC**

**RUN 12 BUS ALTERNATIVES.** In response to findings of the 2015 Rincon Hill Community Transit Plan, the SFMTA is considering a route realignment for the 12 Folsom-Pacific. The realignment would provide direct transit connections to the Financial District/Downtown, Chinatown, SoMa, and Mission neighborhoods. Combined with existing transit in the area, Rincon Hill neighborhood would have direct transit access to a wealth of destinations.

**TIMELINE & NEXT STEPS**

**PRESENT**

**OUTREACH**
Concurrent outreach with neighborhoods impacted with reroute (Mission, Chinatown, etc.)

**SPRING 2018**

**WORKSHOP PRESENTATION**
Present preferred alternative for 12 Folsom-Pacific routing at workshop

**SUMMER 2018**

**LEGISLATION**

**FALL/WINTER 2019**

**IMPLEMENTATION!**
The City will continue coordinating, designing and constructing streetscape projects for the next few years in the Transbay District (north of Folsom Street) due to an influx of impact fee revenue. As this work will be done in phases, the City is beginning to prioritize which projects will be completed next. The City considers multiple factors when prioritizing potential projects and values input from the public and community stakeholders.

STREETSCAPE COMPONENTS

LIVING STREETS
A living street is when sidewalks are widened to create sufficient space for open space amenities such as pocket parks, seating areas, community gardens, etc.

VISION ZERO NETWORK
Vision Zero has identified a crash network that identifies where the most investments in engineering and enforcement should be focused to reduce fatalities.

BICYCLE NETWORK
The bicycling network can be improved to increase safety and usability for people who bike.

TRANSIT-ONLY NETWORK
Vehicular access will be critical for the efficiency of downtown traffic and access to the Transit Center.

INFORMAL PEDESTRIAN NETWORK
Mid-block crossings and wider sidewalks that prioritize pedestrians will increase safety and provide access to the Transit Center and other nearby landmarks, including SFMOMA and the Ferry Building.

FILL-IN-THE GAPS
Focusing on those projects would fill gaps from the improvement projects in the pipeline on the board to the left.
We all noticed the increase of ride hailing and personal delivery services and the conflicts that they create in the network, and with the less well-understood changes that are coming with autonomous vehicles, SFMTA recognizes the growing and changing demands in curbside management as a key element of the City’s transportation network. What do you see on our streets? What causes congestion and safety hazards? Let us know as we develop this process!

VOLUNTEER OPPORTUNITY

SAVE THE DATE!

NOVEMBER 16TH

JOIN THE SFMTA AND CITY PARTNERS FOR A VOLUNTEER DAY TO MEASURE AND INVENTORY THE CURBS IN THE DISTRICT. YOU’LL LEARN ABOUT THE VARIETY OF USES FOR OUR VALUABLE CURBS, AS WELL AS TOOLS THAT CITY PARTNERS USE TO MEASURE AND TRACK WHAT IS ON OUR STREETS. THIS IS YOUR CHANCE TO GET OUT ON THE STREETS AND HELP US UNDERSTAND THE CURBS! SEE YOU THERE

NEXT STEPS

Measure & Inventory
You cannot manage what you haven’t measured, and we haven’t measured.

A City Problem
The South Downtown isn’t the only area struggling with this issue, but it may be able to serve as a pilot for how these street typologies can manage curb priorities

Partnerships
The City is continuing to look for collaborations that will allow for data sharing, gathering, and understanding in what is happening on our streets.

Principles & Guidelines
SFMTA & City Partners will establish principles and guidelines for prioritizing curb use in this area.
The boards below were presented at a workshop on October 5th, 2016 on Rincon Hill streetscape project prioritization and updates. Input received from this workshop influenced decisions about Spear Street, First Street, Guy Place and the mid-block crosswalk improvements.

The board to the left shows the location of some of the completed segments of the Rincon Hill sidewalks and what they look like. The Soda Plan will use the Rincon Hill Streetscape Plan materials palette to ensure consistent design and materials throughout the district.

Three Ways Streetscape Projects are Implemented:

Development Projects: Developers implement streetscapes along their frontage

Development In-Kind Projects: Developers implement streetscapes in areas outside, but adjacent to, their frontage

City Streetscape Projects: Public Works implements streetscapes outside development areas

The City’s Rincon Hill Streetscape Plan also conducted a prioritization exercise. In 2016 the City hosted a community workshop to inform how the City should spend projected impact fee revenue in the Rincon Hill Area (south of Folsom Stret).

Community members were presented with four potential streetscape projects and asked to rank them as priorities for future City projects. The outcome of that process was as follows.

1. 1st Street (highest priority)
2. Guy Place
3. Mid-block Crossings
4. Spear Street (Lowest Priority)
ENHANCE THE BUILT ENVIRONMENT

WHAT’S COMING TO MY NEIGHBORHOOD?

SOUTH DOWNTOWN DEVELOPMENT MAP
This map to the left shows the variety of projects that are coming to the area. Certain projects will be completed by the City, some by private developers, and others funded by TJPA or OCII. This map helps our team track each infrastructure project to ensure cohesive and consistent designs throughout the South Downtown.

STREETS IN THE (NEAR FUTURE) PIPELINE
The projects completed in the next two months include Mission Street, First Street, and Fremont. These projects are critical to complete prior to the Transbay Transit Center opening. First, the City will work on mid-block crossings, phase II of Mission, 1st, and Fremont, Hayne, Ellis, 2nd, and Market.

If you live, work, or have property on this corridor and would like more information on these projects please contact:
San Francisco’s Planning + Community Outreach
350 Mission Street
San Francisco, CA 94105
415-554-7677
planning@sfca.gov

Completed projects
Improvement funded by TJPA
Improvement funded by OCII
Improvement funded by SFGate
Completed Project/Inactive Parcel
Preliminary Project Assessment Submitted
Under Construction
Completed Processed/Completed Construction

BUILDINGS
Under Construction
Completed
Completed Project/Inactive Parcel
Preliminary Project Assessment Submitted
Under Construction
Completed Processed/Completed Construction

OPEN SPACE
SFCD
BOS
PBS

STREETSCAPE
Completed projects
Improvement funded through mid-block crossings (developer required)
Improvement funded by TJPA or MTC
Improvement funded by SFGate
Improvement funded by OCII
Mid-block crossing

BOUNDARY
- Transbay Green District Plan
- Rincon Hill
- Transbay Transit Center District Plan
- South Downtown Design + Activation Plan Boundary

PHASE A:
CONSTRUCTION STARTING 2017
MISSION STREET BETWEEN 1ST & FREMONT
+ SIDEWALK WIDENING
+ BUS STOP IMPROVEMENT
+ BUS ISLAND
MISSION STREET BETWEEN 1ST & 2ND
+ SHAW ALLEY MID-BLOCK CROSS
1ST STREET BETWEEN MISSION & MINNA
+ SIDEWALK WIDENING

PHASE B:
PLANNING & DESIGN UNDERWAY
1ST STREET BETWEEN MISSION & MARKET
+ SIDEWALK WIDENING
+ CORNER BULB-OUTS
FREMONT STREET BETWEEN MISSION & MARKET
+ SIDEWALK WIDENING
+ CORNER BULB-OUTS
NATOMA STREET BETWEEN 2ND & SFMOMA
+ IMPROVED PEDESTRIAN CONNECTION BETWEEN SFMOMA-VERA BUENA GARDENS
ELEVATE THE EXPERIENCE

SPEAR STREET CUL-DE-SAC & CCA COLLABORATION

The Spear Street Cul-de-sac has been identified by the City and CBD as an underutilized space within the district. In close coordination with the Planning Department, the Community Benefit District, and the Port, students will develop designs and ideas to create a valuable space in the Spear Street Cul-de-sac. Designs should reflect the needs and desires of the community and can range in scale, style, activation, and programming.

POTENTIAL NEW OPEN SPACE

On September 10th the East Cut CBD held a walking workshop where groups walked the streets and shared experiences & ideas for activation at Spear Street, as well as other opportunity sites. Below are some of the ideas that came out of the workshop. Let us know what other ideas you have!

- CHILDREN'S PLAY AREAS
- MURALS (GROUND, ON BRIDGE FOOTING, ETC.)
- PLAY AREA/BOCCE BALL
- SMALL AMPHITHEATER FOR EVENING CONCERTS
- SKATEBOARD PARK
- FITNESS
- WATER FEATURE
- BENCHES
- OFF THE GRID!
- PLANTINGS
- GARAGE SALE AREA ONCE A MONTH
- NIGHT MARKETS!
- LIVE MUSIC

TIMELINE & NEXT STEPS

<table>
<thead>
<tr>
<th>PRESENT</th>
<th>JANUARY 2018</th>
<th>APRIL/MAY 2018</th>
<th>EARLY 2019</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>INFORMATION GATHERING</td>
<td>STUDIO BEGINS</td>
<td>STUDIO FINAL &amp; POP-UP PARTY</td>
<td>SODA PLAN APPROVALS</td>
<td>SPEAR STREET</td>
</tr>
<tr>
<td>The SODA outreach events will gather interests and ideas from the community to provide to CCA students for ideas and analysis of the site as they begin their studio.</td>
<td>Students will begin their studio to develop design ideas for the space which will seed new concepts for Spear Street and will be shared with City partners.</td>
<td>Students will present their conceptual drawings, designs, prototypes, etc with the entire community and City partners in the Spear Street space for feedback and final review at a celebratory Pop-Up Party in the cul-de-sac.</td>
<td>Assuming that the CCA studio shows interest from the community that the cul-de-sac becomes an open space, the plan will recommend a planning process to design, establish funding and long-term maintenance.</td>
<td>Following the SODA plan’s recommendation, a future community design process will occur to make the concepts a reality.</td>
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</tbody>
</table>
AN ACTIVE GROUND FLOOR
IMAGINE IT...IF YOU DARE...

ANATOMY OF AN ACTIVE GROUND FLOOR

Data Recap: How active is our ground floor today?

An Active Ground Floor

Anatomy of an active ground floor:

- Human-scale storefronts with unique detailing
- Storefronts are visually “permeable”
- Cafe seating adds visual interest on the sidewalk level
- Planters make the space more inviting and add greenery

THE STREET FRONTAGE ANALYSIS HELPED US

- Understand where different types of activation and programming are most needed and most appropriate
- Analyze the link between heavy pedestrian pathways and active ground floor frontages
- Understand where there is potential for more retail in the future, and what will come online in the next 6 months

Opportunity Sites

Active

This category illustrates locations where retail is present with storefronts and windows that open up to the street in a way that activates the sidewalk and enhances the pedestrian environment.

Inactive

This category illustrates locations with blank walls, garages, or vacant commercial spaces—conditions that do not directly activate the sidewalk or enhance the pedestrian environment.

Variable

This category includes facades that may or may not create a welcoming pedestrian environment depending on their design. Examples include homes on residential streets, parks/landscaping, and alleys.

Construction

This category is for street areas with active construction projects. Though construction detracts from the urban experience in the short term, many will provide public amenities (such as new parks) once complete.

Data Recap: How active is our ground floor today?
**SHOPS, RESTAURANTS & RETAIL**

**THE RETAIL SECTOR IS CHANGING.**

**EXPERIENCES > OBJECTS**
Americans are increasingly spending their money on experiences rather than objects.

**ONLINE SALES DRIVING RETAIL GROWTH**
- Over 40% of the growth in total retail sales is occurring online.
- Surveys show that consumers prefer to shop online when it saves them money and time. However, consumers prefer to shop in-person when experiencing a product in person is considered more important than price, when they need a product immediately (for example, a loaf of bread or quart of milk), or when purchasing the product in-person is cheaper.

**WHAT FACTORS SUPPORT A SUCCESSFUL RETAIL DISTRICT?**

**CLUSTERS**
An attractive anchor or cluster of uses (for example, several appealing restaurants) that draws foot traffic.

**CONCENTRATION**
Compact layout and sufficient concentration of storefronts. This means a concentration of storefronts within about a quarter mile (roughly five-minute walk), and stores on both sides of the street.

**CONVENIENCE**
Convenient access to the district by foot, bicycle and transit
- Relatively low traffic volumes and slower speeds on shopping streets to facilitate walking around the district
- Well-managed parking

**DIVERSE OFFERINGS**
A vibrant mix of retail and non-retail uses

**AESTHETICS**
Appealing architectural character and street environment
- Distinctive architectural character
- Mix of storefront sizes and styles
- Safe, welcoming pedestrian environment
- High-quality public spaces for community gathering and social interaction

**EAST CUT CBD RETAIL STRATEGY**

**UNDERSTAND SUPPLY & DEMAND**
To help us understand where the opportunities are, the retail study will start with supply and demand. The study team will:
- Estimate retail supply: prepare inventory of how much retail space is currently available or will be available within the District in the next 12 to 18 months.
- Evaluate retail demand: develop a clear picture of the local sources of demand for retail goods and personal services.

**MAP OPPORTUNITIES**
Next, we’ll map where key types of demand for retail are concentrated relative to the existing and future retail supply.

**DEVELOP STRATEGIES**
Finally, we’ll develop strategies to attract local and local-serving businesses. We’ll identify potential barriers for small local businesses to operate in the District and profile innovative models for overcoming challenges.
How can we make the East Cut community benefit district a better place?

- Safe streets and sidewalks for pedestrians
- Sports/athletic facilities
- Trees and green spaces
- More weekend/evening spaces for socializing
- Local businesses
- Cleaner public realm
- Outdoor bars

While some of the ideas shared in response to this question might require longer lead times (e.g., permanent streetscape upgrades), others can be started right away. Through programming like the Beale Street Bonanza hosted in September 2017, we can jump start efforts to create more evening and weekend opportunities for socializing.

What would you like to see in our public spaces?

- Greenery and opportunities to garden
- Markets
- Dog parks
- Public art
- Performances
- Spaces to rest/socialize
- Places for kids to play
- Opportunities for outdoor fitness
- Pop-up retail
- Outdoor games

We’ve used a stamp and online survey to ask people what types of programming and activation they’d like to see in public spaces in the neighborhood. The graph at the right shows a snapshot of what we’ve heard to date.

How can we make the district safer for walking and biking?

“Advocate for safer streets”

- “Will somebody please help me cross the street!?”

- Better bike infrastructure
- Better lighting
- More bike share stations

Note: Bubble size corresponds to the number of mentions in comments recorded to date. The bigger the bubble, the more frequently the item has been mentioned.
Translating input into strategy

What strategies are most important to you?

Provide a commercial/retail mix that meets neighborhood needs

- Based on what we’ve heard, neighborhood needs include: more places to eat/socialize in the evenings and on weekends – especially affordable restaurants/bars (vs. high-end establishments); more local businesses vs. retail chains. The new Woodlands Supermarket (pictured above) represents fulfillment of a long-standing neighborhood need for a grocery store!

Create streets that are safer for walking, biking & using transit

- Based on what we’ve heard, key priorities include: reducing speeding and traffic noise at key intersections; improved pedestrian safety; more pedestrian-focused spaces (living alleys, etc.); and bike lanes that cater to people of all ages and abilities.

Continue efforts to clean & green the neighborhood

- The East Cut CBD provides a range of services beyond the city’s baseline to benefit our neighborhood streets and public spaces. Services include cleaning, security, community ambassadors, and caretaking of our public spaces, parks, and green spaces. We’ve heard that continued focus on cleaning is important, as is creating new green spaces and caring for those that already exist.

Provide new public spaces to meet neighborhood needs

- Based on what we’ve heard, neighborhood needs include: more kid-friendly spaces and play areas; more natural/green spaces, including community gardens; and more dog-friendly areas and places for dog relief.

Create a performance series to activate our public spaces

- Based on what we’ve heard, a performance series is a priority in the realm of programming. The series might include music, dance and poetry.

Activate the neighborhood with public art

- Based on what we’ve heard, neighbors want to see more art in public spaces and streetscapes. This might include murals, sculptures, or interactive/light-based art.

Use markets & events to offer evening/weekend destinations

- Based on what we’ve heard, this strategy should include: pop-up markets or one day events; more robust interim-design spaces such as temporary parks, pilot commercial spaces with shipping containers, or interim indoor markets.

Improve access to & programming of existing public spaces

- Based on what we’ve heard, this strategy should include: improving signage so people know privately-owned public spaces (POPOs – like the example above) are open to all; and hosting small-scale neighborhood programming in POPOs. Programming ideas discussed to date include: fitness activities (yoga, zumba etc.), clothing or book swaps, and outdoor movies.

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Public Space Design Inventory
What Should We Look For?

Example Public Space Design Inventory

Draft Inventory Categories:

Passive Recreation Features
- Public Games
- Multi-use Lawn
- Community Gardens
- Dog Run
- Public Art
- Space for Music/Performances

Greening
- Rain Gardens
- Tree Coverage/Natural Shade
- Understory Planting Areas

Comfort Features
- Lighting
- Seating - Fixed/Stationary
- Seating - Movable
- Tables
- Shelter from Wind
- Shelter from Sun/Shade
- Shelter from Traffic Noise

Community Facilities
- Cafe or Food Kiosk
- Restrooms
- Water Fountain
- Trash Bin
- Power Source/Outlet
- Maintenance/Storage Area

Use & Behavior
- How Many People Are Using the Space?
- What Demographic of People Are Using the Space? (Ex: Age, Gender, etc.)
- What Activities Are People Engaged In?

“What? Is That All?”

What Other Items Should We Consider?