

WELCOME

12:00 – 12:15 ARRIVAL (Grab lunch and find a seat and say “Hi”)

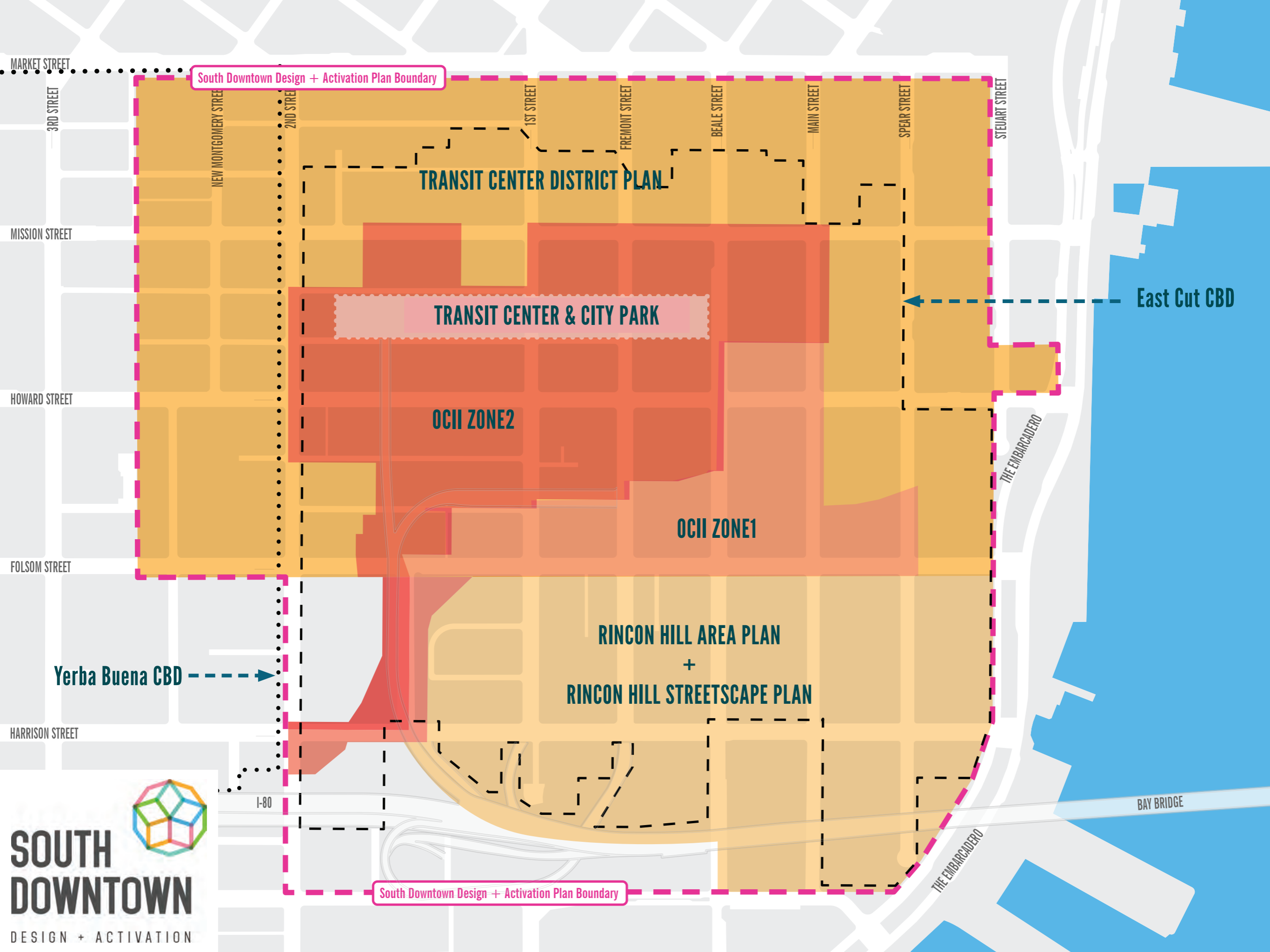
12:15 – 12:30 SHORT PRESENTATION

12:30 – 12:50 INTERACTIVE ACTIVITY 1

12:50 – 1:15 INTERACTIVE ACTIVITY 2

1:15 – 1:30 REPORT OUT / NEXT STEPS





South Downtown Design + Activation Plan Boundary

TRANSIT CENTER DISTRICT PLAN

TRANSIT CENTER & CITY PARK

OCII ZONE2

OCII ZONE1

RINCON HILL AREA PLAN
+
RINCON HILL STREETScape PLAN

East Cut CBD

Yerba Buena CBD

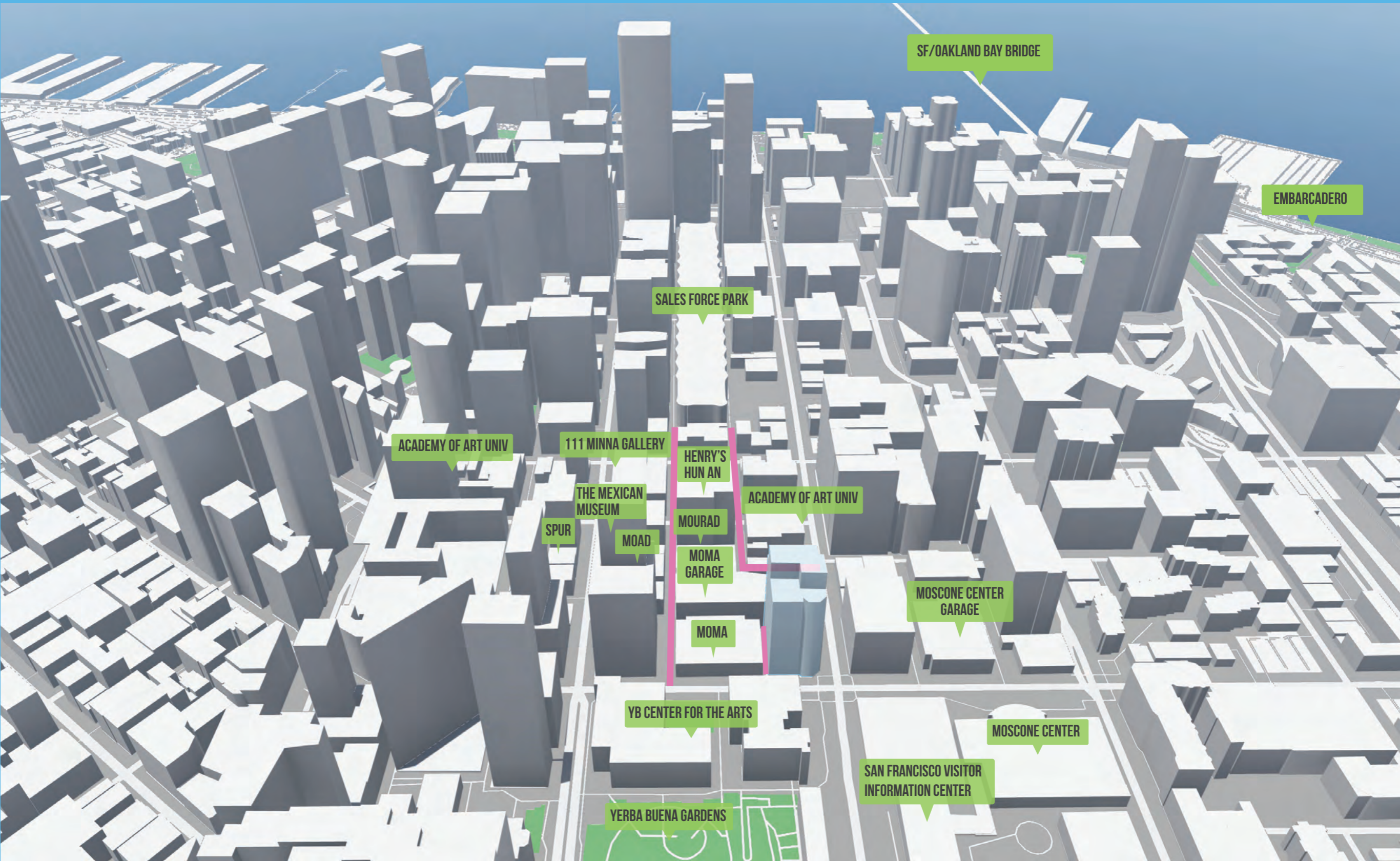
BAY BRIDGE

South Downtown Design + Activation Plan Boundary

**SOUTH
DOWNTOWN**



DESIGN + ACTIVATION



SF/OAKLAND BAY BRIDGE

EMBARCADERO

SALES FORCE PARK

ACADEMY OF ART UNIV

111 MINNA GALLERY

HENRY'S HUN AN

THE MEXICAN MUSEUM

SPUR

MOAD

MOURAD

MOMA GARAGE

MOMA

ACADEMY OF ART UNIV

MOSCONE CENTER GARAGE

YB CENTER FOR THE ARTS

YERBA BUENA GARDENS

SAN FRANCISCO VISITOR INFORMATION CENTER

MOSCONE CENTER

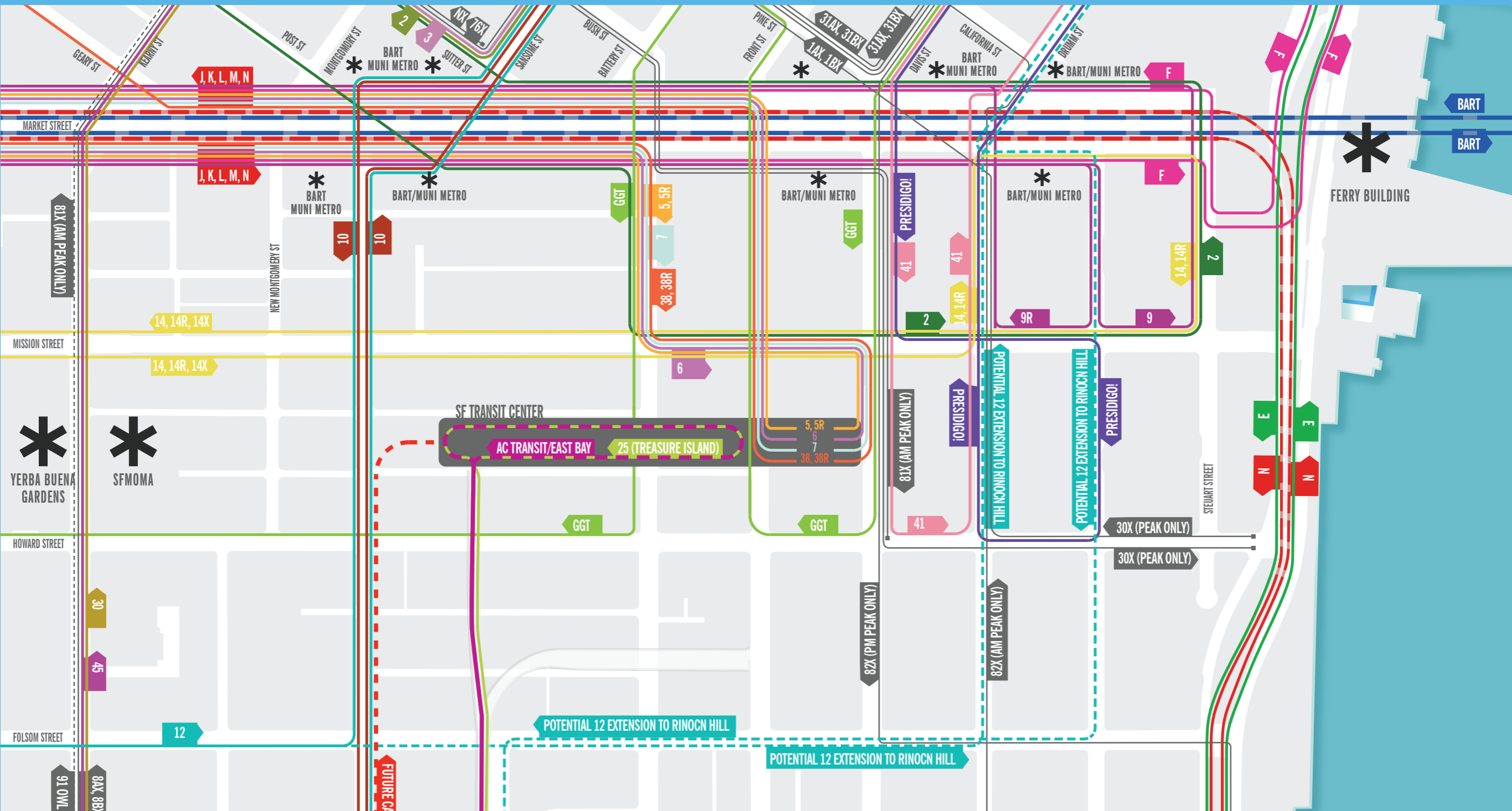
PARTNERS, CTC, CURATORIAL STATEMENT COMPONENTS, TIMELINE

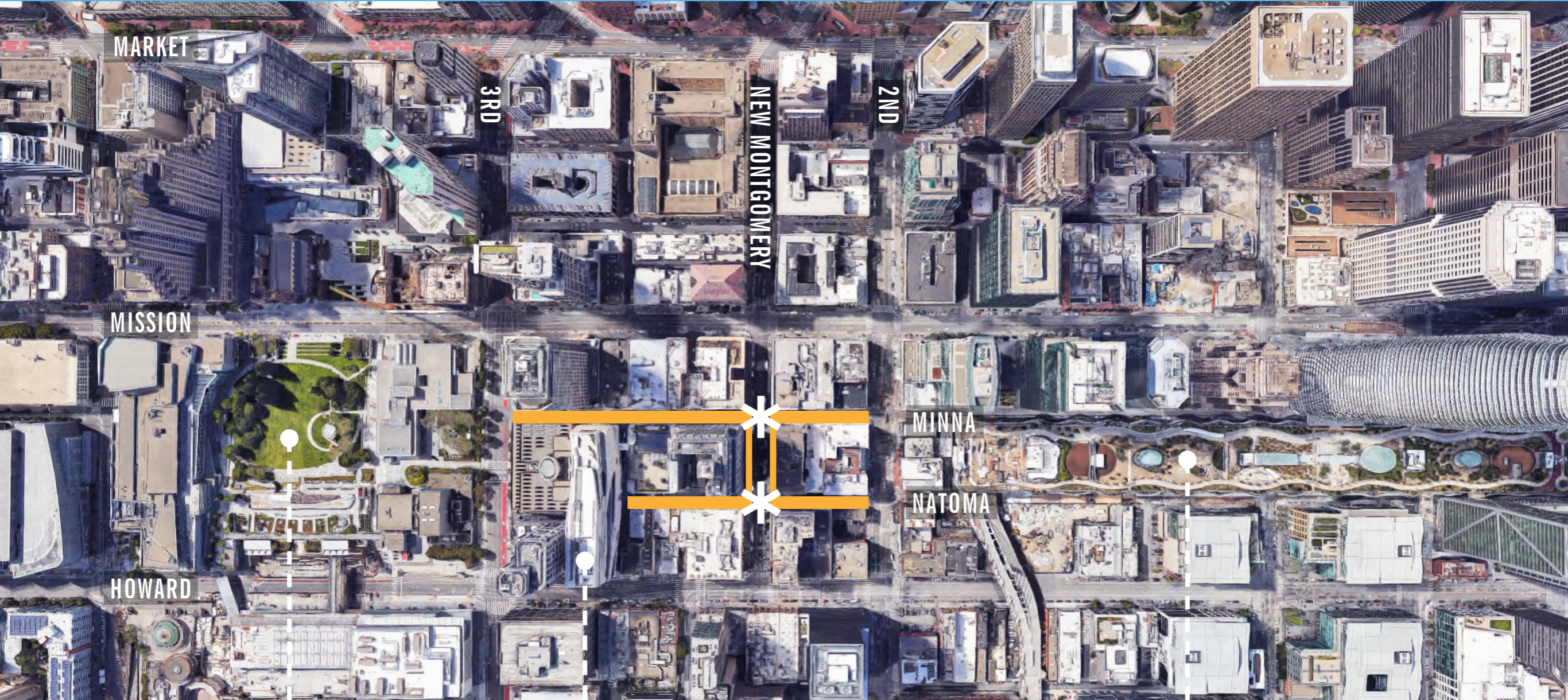


THE PROJECT

INFORM
LEARN
PARTNER







MARKET

3RD

NEW MONTGOMERY

2ND

MISSION

MINNA

NATOMA

HOWARD

Y.B.G.

SFMOMA

SF TRANSIT CENTER

DESIGN PALETTE

LIGHTING

MID-BLOCK CROSSINGS

DECORATIVE PAVING

SIGNAGE/WAYFINDING

ACTIVE FRONTAGES

BUILDING INTERFACE

PLANTING

SEATING

BICYCLE RACKS

PUBLIC ART

OVERHEAD SCULPTURE

PROGRAMMING

A decorative graphic on the left side of the page consists of several vertical bars of different colors: pink, orange, light green, and lime green. These bars are positioned on the left and extend downwards, where they branch out diagonally towards the bottom right corner, creating a stylized, abstract shape. The background is a solid light blue color.

PRECEDENTS

FERN ALLEY | SAN FRANCISCO (FERN STREET BETWEEN POLK & LARKIN STREETS)



Source: SF Public Works

LINDEN ALLEY | SAN FRANCISCO (LINDEN STREET BETWEEN OCTAVIA & GOUGH STREETS)



Source: SF Public Works

ACKERY'S ALLEY | VANCOUVER, BC



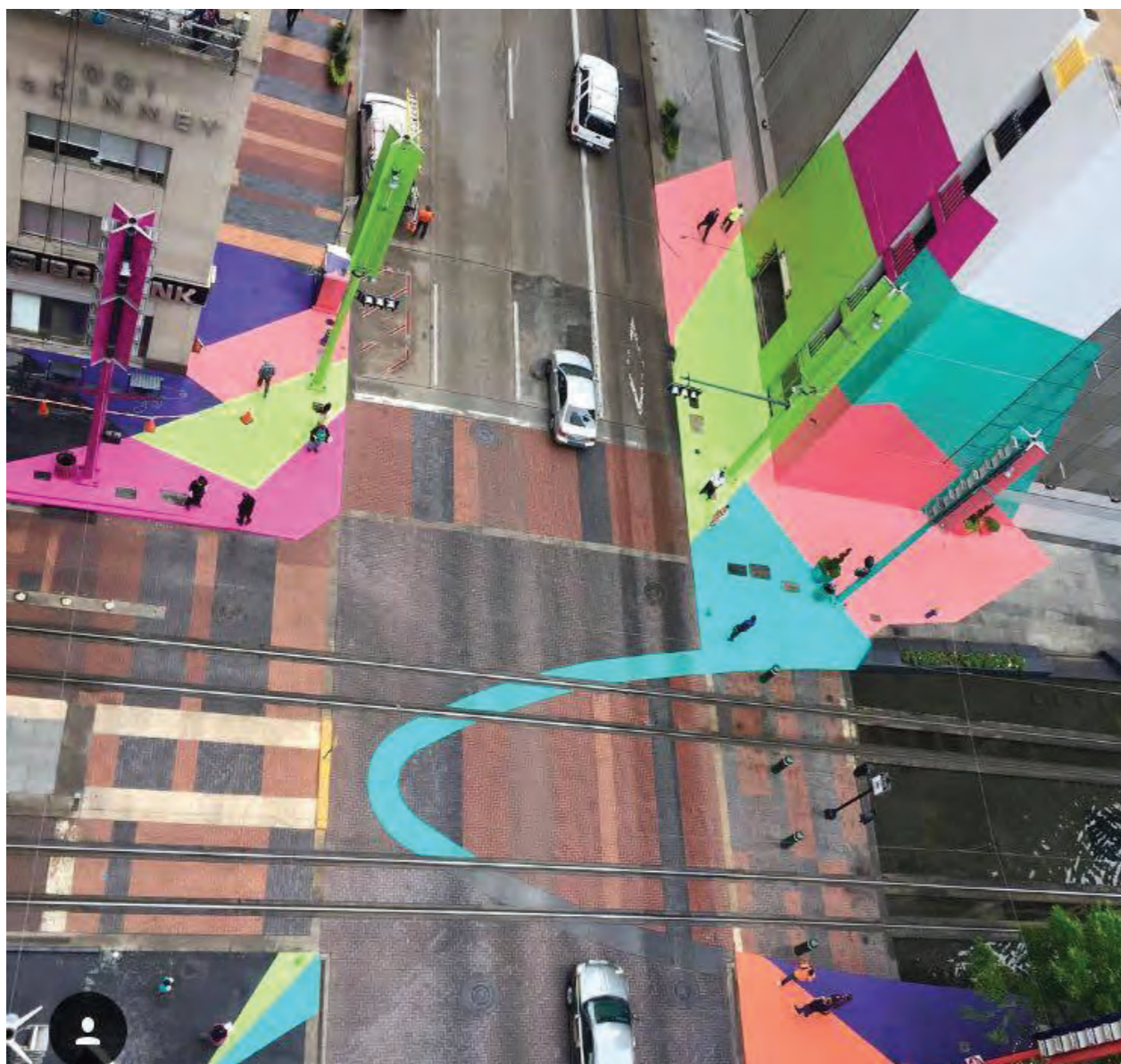
Source: <https://www.straight.com/arts/1115756/photos-ackerys-alley-vancouvers-latest-activated-laneway-now-oper>

WABASH ARTS CORRIDOR | CHICAGO, IL

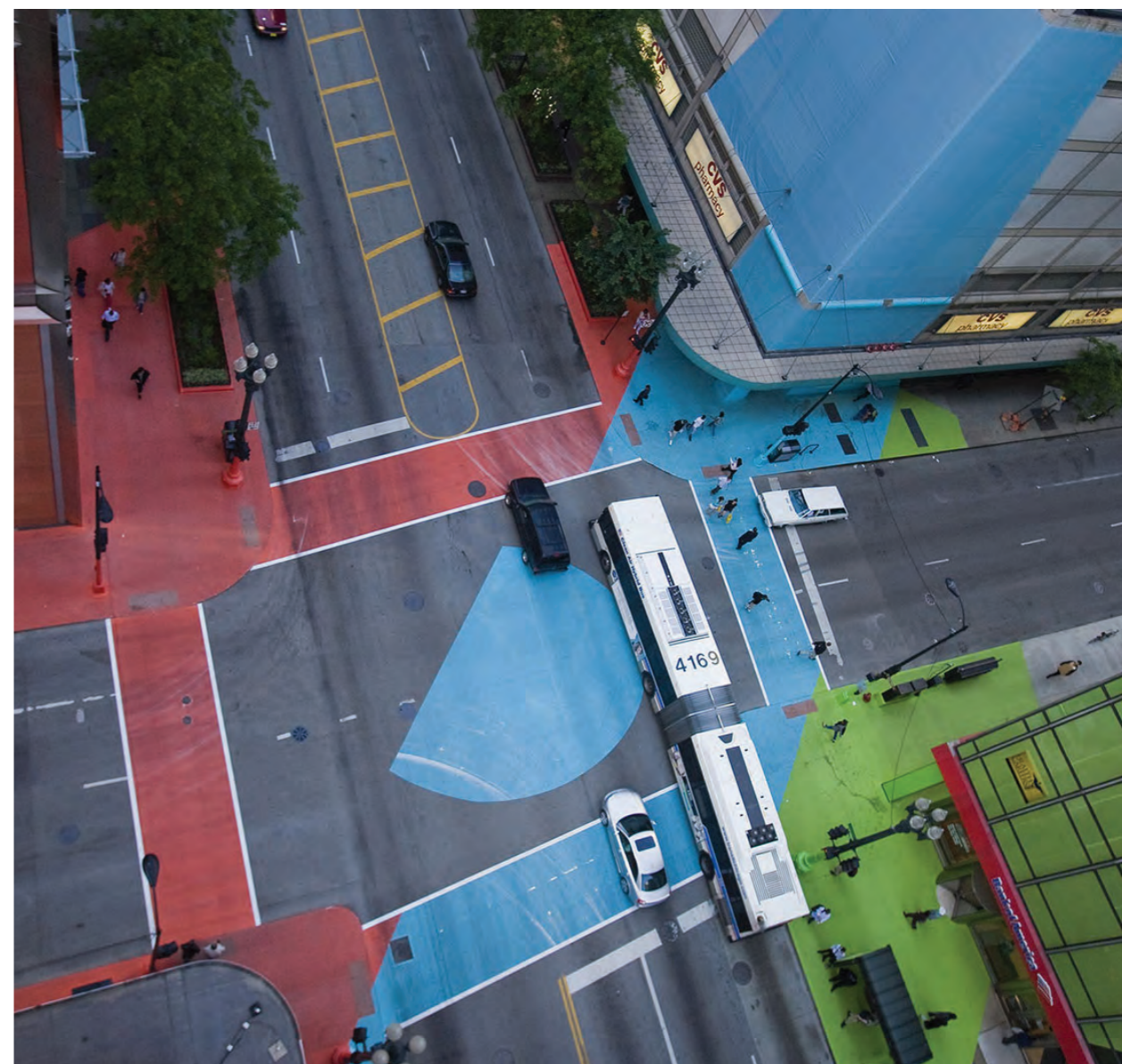


Source: <http://www.midwestliving.com/travel/illinois/chicago/fall-arts-walk-chicagos-wabash-arts-corridor/>

COLOR JAM BY JESSICA STOCKHOLDER | HOUSTON, TX // CHICAGO, IL



<https://www.are.na/block/786574>



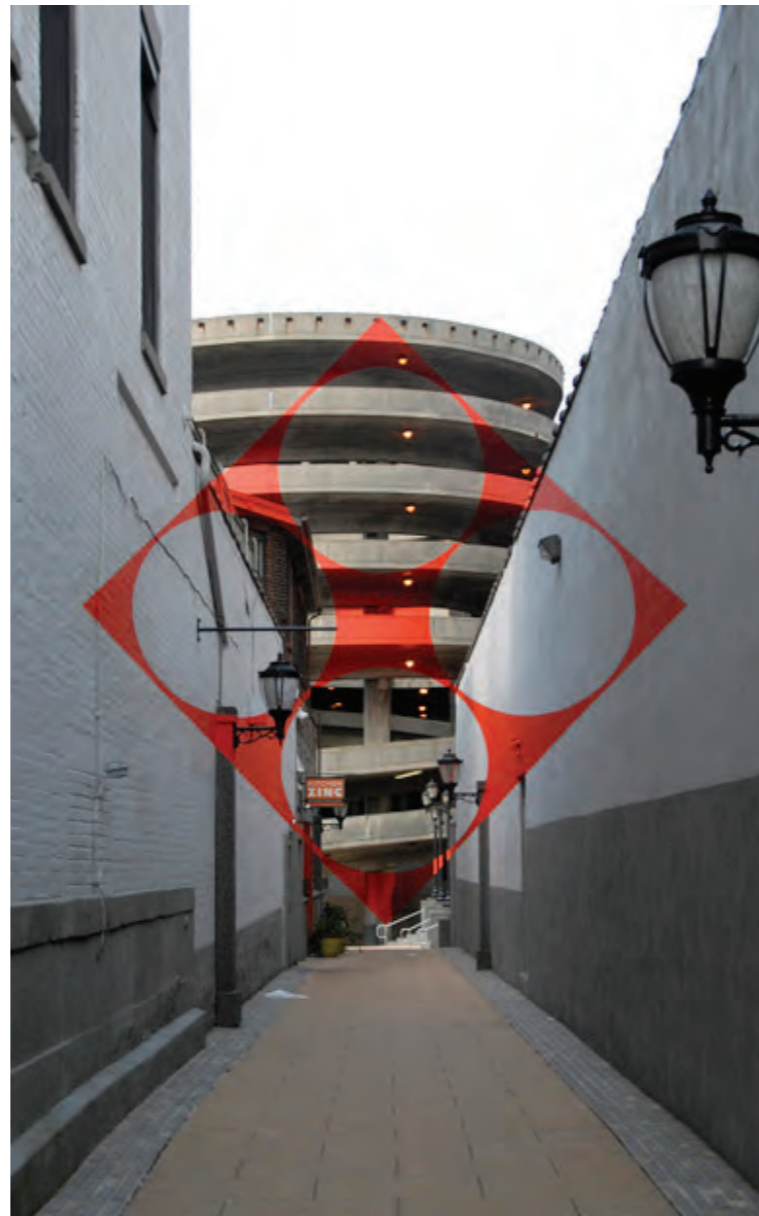
<https://jessicastockholder.info/projects/art/color-jam/>

INSTALLATIONS BY FELICE VARINI | PARIS, FRANCE // NEW HAVEN, CT // NIIGATA, JAPAN



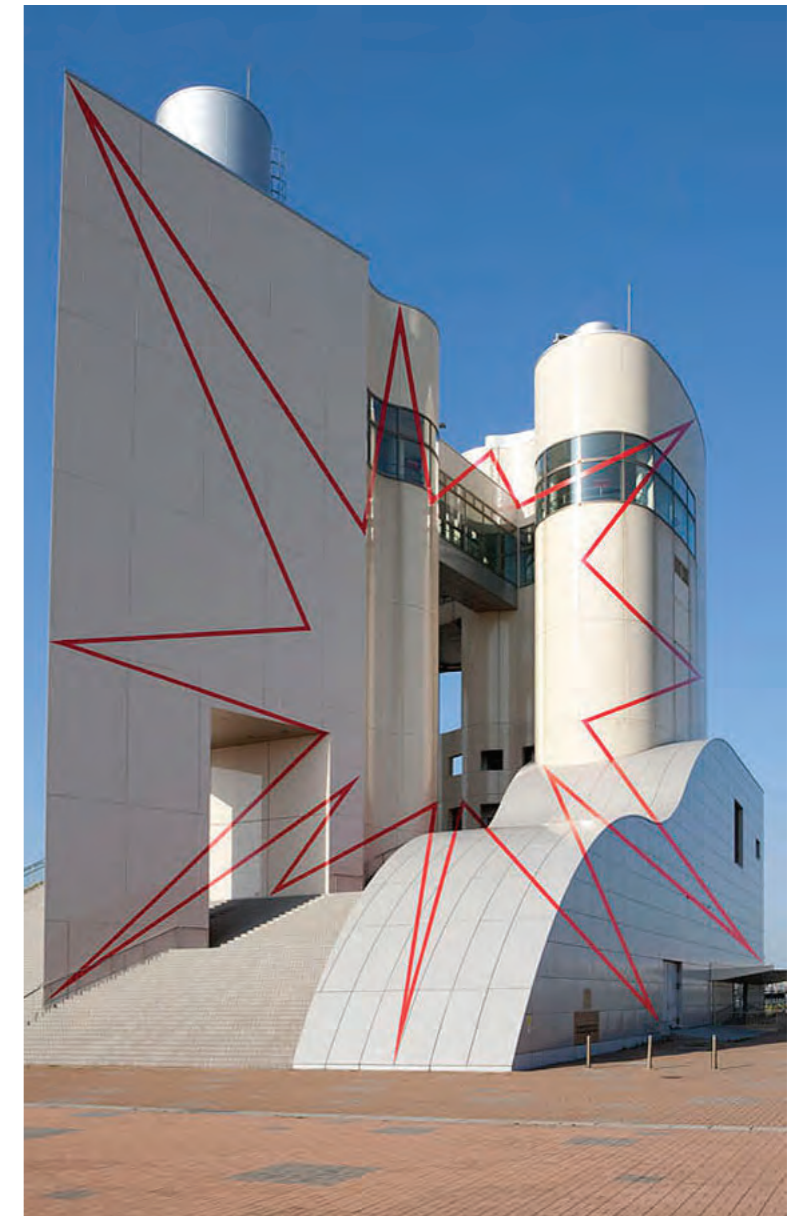
Five open ellipses, blue

http://media.corporate-ir.net/media_files/irol/81/81824/qInter/2014/14Q1/art.html



Square with four circles

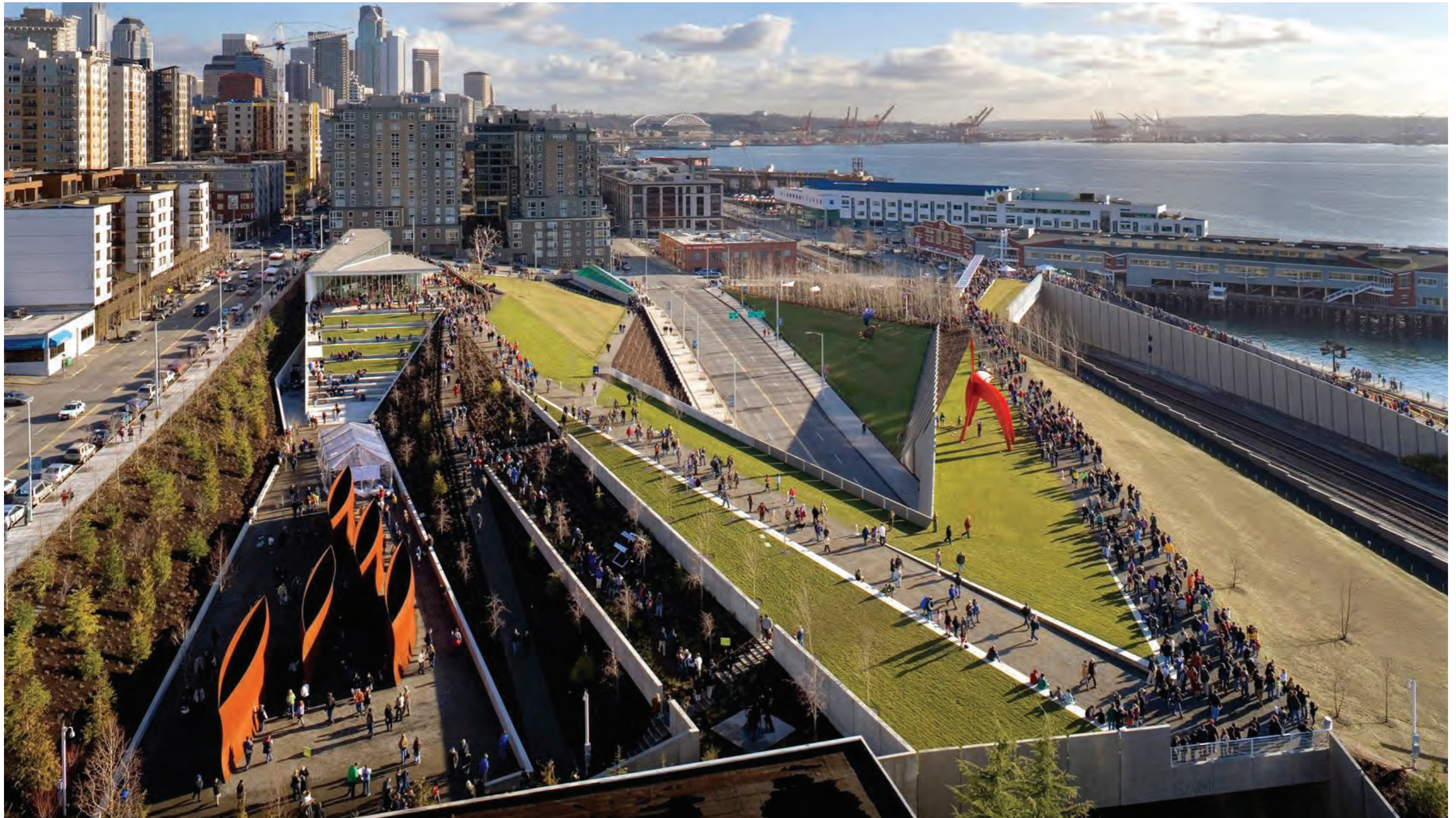
<http://www.varini.org/varini02indc/33indce10.html>



Zigzag

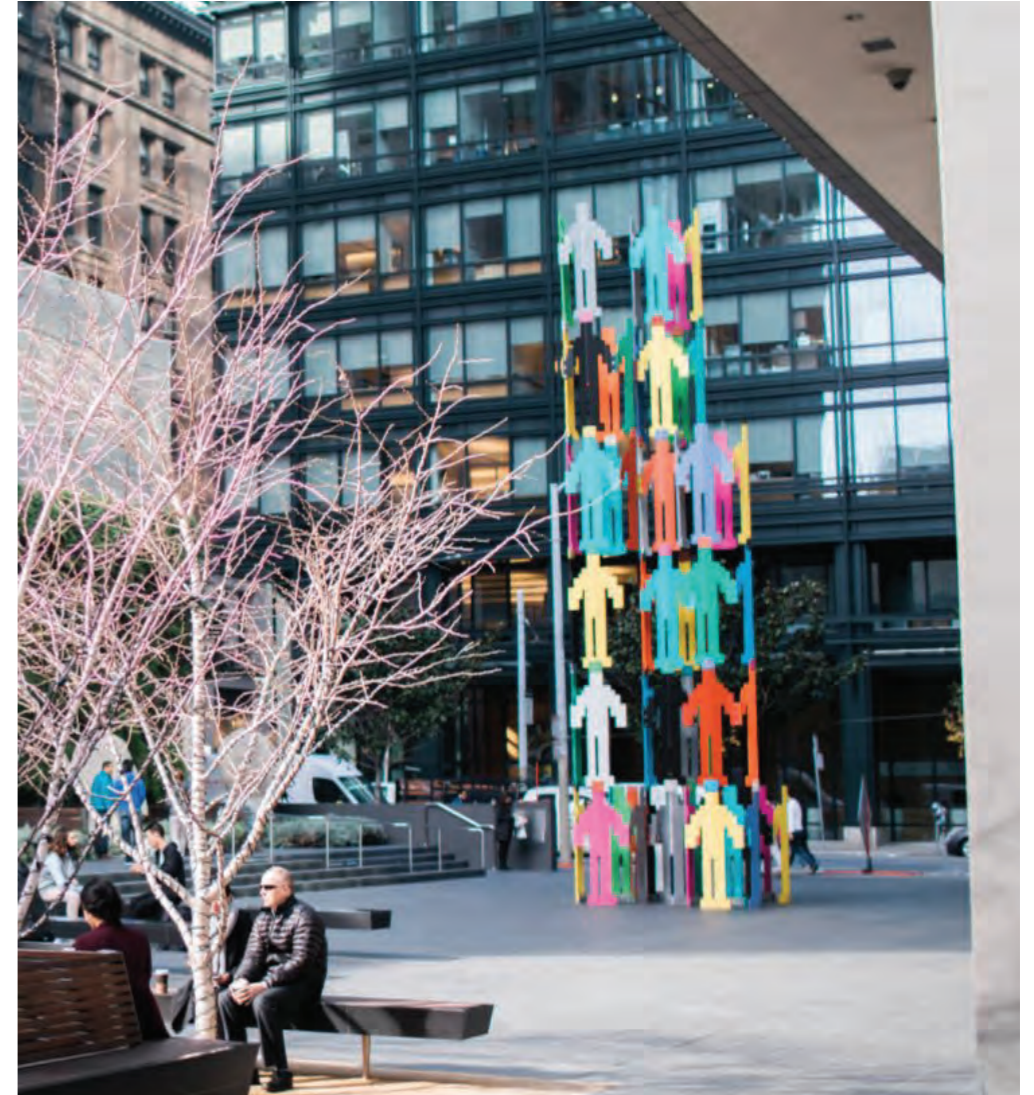
<http://www.logicult.com/2015/07/felice-varini.html>

OLYMPIC SCULPTURE PARK | SEATTLE, WA



<http://www.weissmanfredi.com/project/seattle-art-museum-olympic-sculpture-park>

SCULPTURES IN COMPACT PUBLIC SPACES | SAN FRANCISCO, CA



<https://theeastcut.org/about-us/>

LET'S BRAINSTORM

12:30 – 12:50 INTERACTIVE ACTIVITY 1

DISCUSS/SHARE SAFETY & OPERATIONAL CHALLENGES

12:50 – 1:15 INTERACTIVE ACTIVITY 2

BRAINSTORM OPPORTUNITIES FOR ART

1:15 – 1:30 REPORT OUT / NEXT STEPS