

LIVING INNOVATION ZONES

Written by Krista Canellakis, Paul Chasan and Cassie Hoeprich

Graphic design by Gary Chen

Special thanks to Simon Bertrang, Nick Elsner, Gehl Studios, Neil Hrushowy, Jake Levitas, Jill Manton, Jay Nath, Kelli Rudnick, Gina Simi, Shannon Spanhake and Justine Topfer



SF MAYOR'S OFFICE OF CIVIC INNOVATION
OFFICE OF MAYOR EDWIN M. LEE



SAN FRANCISCO
Office of Economic and Workforce Development



**SAN FRANCISCO
INNOVATORS**

Meet LIZ



LIVING INNOVATION ZONES

ABOUT THIS DOCUMENT

This guide offers an overview of the vision and goals for the **Living Innovation Zone (LIZ)** Program, as well as the processes and guidelines for working with the City to apply for and operate a specific Living Innovation Zone installation on or near Market Street.

Cultural institutions, community organizations, artists, innovative businesses, and all others invested in bettering San Francisco are invited to participate in creating one of the first ten LIZ installations and helping Market Street reach its highest potential as the charismatic, vital and energized civic core of San Francisco. The City values your future contributions to our public spaces and looks forward to collaborating with you on your project.

Note: This is a Living Document that reflects the City's current process for designing and installing a LIZ. As the Living Innovation Zone Program grows the processes and guidelines articulated therein, may evolve over time.

CONTENTS

1. LIZ MANIFESTO	PAGE 2
2. OVERVIEW	PAGE 6
3. ROLES	PAGE 18
4. PROCESS	PAGE 28
APPENDIX: CASE STUDIES	PAGE 42
APPENDIX: TESTIMONIALS	PAGE 50

PART 1

LIZ Manifesto

CITIES ARE AGILE, DYNAMIC AND ALIVE.



GOOD IDEAS DESERVE A PLATFORM.

***INNOVATION CAN HAPPEN ANYWHERE,
INSPIRED BY ANYONE.***

***THE PROCESS OF CREATING PUBLIC SPACES
SHOULD BE ACCESSIBLE TO ALL.***

***SAN FRANCISCO DRAWS ITS STRENGTH FROM THE CREATIVITY OF
THE RESIDENTS, ORGANIZATIONS AND BUSINESSES THAT CALL IT HOME.***



THE GREATEST SAN FRANCISCO PUBLIC SPACES

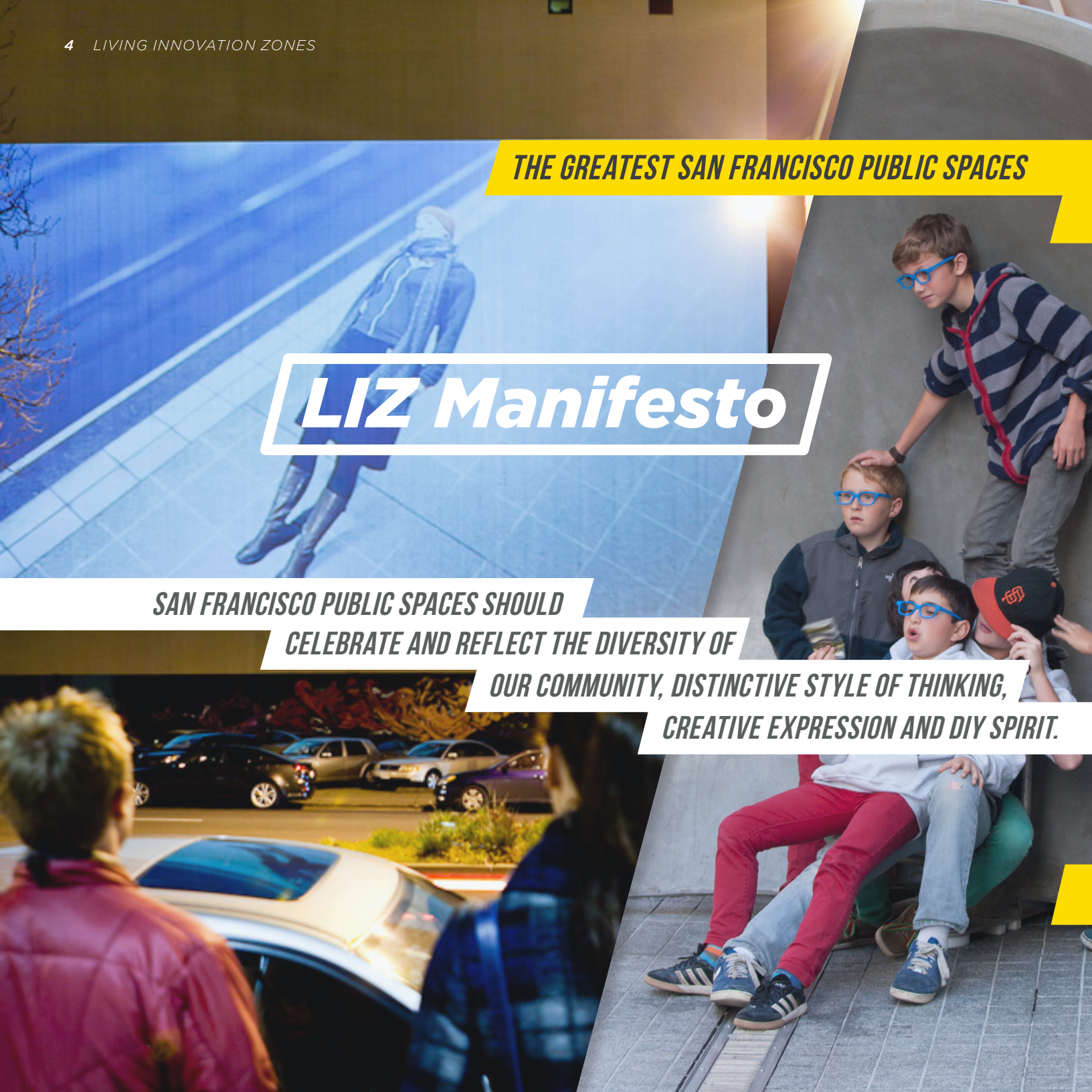
LIZ Manifesto

SAN FRANCISCO PUBLIC SPACES SHOULD

CELEBRATE AND REFLECT THE DIVERSITY OF

OUR COMMUNITY, DISTINCTIVE STYLE OF THINKING,

CREATIVE EXPRESSION AND DIY SPIRIT.



DELIGHT, INSPIRE, EDUCATE AND AMAZE.

*TECHNOLOGY SHOULD CATALYZE
MEANINGFUL HUMAN ENGAGEMENT IN PUBLIC SPACE.*


THE CITY STRIVES TO CREATE

"A CULTURE OF YES" WHEN WORKING WITH THE PUBLIC.

PART 2

Overview





The Living Innovation Zone (LIZ) Program seeks to invigorate our streets by creating venues for innovation, connection and play in public outdoor places central to people's everyday lives. The LIZ Program creates a flexible framework to reflect our city's creativity while inspiring partnerships between diverse individuals and organizations that call San Francisco home.

Living

LIZs adapt and move quickly

LIZ installations have the ability to change over time to ensure a constantly evolving public space. Development of each LIZ will include community partners to ensure elements of neighborhood culture and character are included in the design.

Innovation

LIZs find new ways to solve old problems

LIZ projects integrate emerging technologies with design to create new types of experiences in the public realm. These experiences are placed in local areas where they can contribute most effectively to specific issues facing that part of the city.

Zones

LIZs improve underutilized areas

LIZs are an attempt to create new forums for innovation – ones that are public, outside, and connected to where people are in their everyday lives: the street. This program builds on and showcases the innovation and creativity within the city, while making it accessible to a broader range of stakeholders and the public.



What is a LIZ?

Living Innovation Zones (LIZ) are temporary installations on Market Street, the City's cultural, civic and economic spine. The primary goal of the program is to activate public spaces by engaging and delighting the public. The program is structured to seed cross-disciplinary collaborations that result in place-based experiences. LIZs can serve as opportunities for testing new ideas, projects, and technologies. They are intended as enhancements to the public realm, encouraging people to connect with each other and their city.

For example a LIZ might be an architectural installation on a sidewalk or plaza sponsored by local community organizations. A LIZ may showcase how an emergent technology can be applied in public space. Or a LIZ might include micro-stations for social service access and education. Some LIZs may encapsulate aspects of all of the above examples.

Who?

The spirit behind the program is to allow for the creativity of partners outside City government to develop new and insightful ways of addressing community needs and aspirations. Each LIZ is a collaboration between the City, creative and cultural organizations and the communities in which the LIZ is sited. LIZ is managed by an interagency team: co-led by the Mayor's Office of Civic Innovation, the Planning Department, and the San Francisco Arts Commission (SFAC). Other agencies within the City are brought in as needed.



INNOVATION

INNOVATION

INNOVATION

INNOVATION

INNOVATION

INNOVATION

INNOVATION

Your Ideas Here

10

LOCATIONS
ALONG
MARKET STREET

Where?

The first LIZ installations will be along Market Street. Lessons learned from these initial LIZs will help to define a broader citywide expansion of the program.

LIZ installations are typically small pocket spaces on the sidewalks or plazas. They may tap into existing infrastructure such as bus stops and utility poles, but you will need permission from the City to do so. In these situations, the Planning Department will help facilitate conversations with relevant City agencies.

When?

Living Innovation Zones will be installed for a maximum of two years, which means they need to be flexible and adaptive: easily installed, and easily modified or removed. They will be exchanged periodically to ensure a constantly engaging and dynamic Market Street.



Program Goals



SHOWCASE THE CITY'S CREATIVITY.

Innovation can happen anywhere, inspired by anyone. The ideas, products and organizations born in San Francisco are shaping the world's economy and changing its culture, yet in walking the City's public spaces, we find little to acknowledge the tremendous outpouring of creativity taking place. Good ideas deserve an audience.



EXPLORE NEW PLACEMAKING TOOLS FOR PUBLIC BENEFIT.

LIZ seeks to explore the potential for using technology as a means for placemaking. The tools, materials and methodologies inspired by the new economy bring opportunities for new urban experiences and collaborations. As public spaces, LIZs are non-commercial and free of advertisement. Technology integrated into a LIZ should focus on placemaking and civic engagement.



CREATE A PLATFORM FOR EXPERIMENTATION AND PROTOTYPING.

San Francisco values the creative exploration of new ideas for delivering public services and serving the public good. The City encourages LIZ program partners to “learn by doing” - to propose new and unfamiliar concepts, prototype them and then adapt and refine the ideas with feedback from the public. While some ideas may not ultimately be feasible, the City embraces all ideas with “a culture of yes,” and is committed to exploring a viable implementation path for permitting concepts generated during the design phase.



STRENGTHEN ECONOMIC AND CULTURAL DEVELOPMENT.

Living Innovation Zones support local businesses by creating urban moments that draw people to our public spaces and encourage pedestrians – residents, workers, and tourists alike – to linger, socialize and support local businesses. They also offer an opportunity to showcase developing technologies and may even model new methods for solving vexing urban challenges.



ENHANCE PUBLIC SPACE.

LIZs should activate public space through community engagement. Project components, such as emergent technologies, art, and educational elements, should encourage opportunities for social interaction among the diverse people of Market Street.

Why Market Street?

Market Street is the City's center. A density of transit services and high pedestrian volumes make it an ideal location for exploring new ways of activating public spaces. The City is currently working to improve Market Street in the near term via the Make Your Market Street Program, which seeks to open Market Street sidewalks and plazas to new uses by the public through projects like the LIZ Program, UN Plaza Friday Night Market and the renovation and reprogramming of Mechanics Plaza. Looking ahead, the City is working to advance its vision for a Better Market Street, with a major capital project that will reconstruct Market Street from Octavia to the Embarcadero starting in 2019.

During the conceptual design for the Better Market Street project a framework for urban design was developed that included the idea of flexible zones on the sidewalks that would respond to changing contexts over time. These "streetlife zones" would allow people to use Market Street's generous sidewalks as public space and would provide opportunities for installations and street furniture that would support the City's vision for a grand pedestrian boulevard.

The LIZ Program provides an invaluable platform for the City and its citizens to test out new ideas in the near-term for making Market Street more welcoming, more inclusive and more livable as longer-term projects are being developed.



[HTTP://WWW.BETTERMARKETSTREETSF.ORG](http://www.bettermarketstreetsf.org)



Image by Sergio Ruiz



Pause on Market Street, the City's first Living Innovation Zone, was launched by Mayor Edwin Lee in October 2013 with the Exploratorium and The Yerba Buena Community Benefit District (YBCBD). The installation creates an interactive educational experience, demonstrating the iconic science museum's unique approach to learning on Market Street.

Pause on Market Street is composed of two exhibits designed and fabricated by the Exploratorium that encourage social interaction and play: a pair of giant parabolic "whispering dishes" amplify a user's conversation, making

it audible to a person sitting in an opposite dish placed roughly 60 feet away, and a "singing bench" that plays music when users complete a circuit by touching its armrests.

Over 20,000 pedestrians pass by the installation every day, and more than 7 million per year. The project was funded by a Summit Foundation grant, contributions from the Yerba Buena Community Benefits District and the Exploratorium, including a crowdfunding campaign. Gehl Architects played an advisory role in the project and participated in early conceptual conversations about the development of the LIZ Program.



“We were pleasantly reminded of what we already knew; LIZ is awesome because people are basically beautifully curious, kind, humorous creatures who leap at the chance to learn and play.”


SHAWN LANI, EXPLORATORIUM

Exploratorium's Shawn Lani shares his experience on the first LIZ in an interview on page 50.

PART 3

Roles





LIZs will be designed by you – the creative people and organizations who call San Francisco home. The constellation of partners that comprise each LIZ will vary from project to project and will reflect the respective strengths, opportunities and needs of each.





Typically, LIZ projects will have core partners such as a Project Lead, Community Lead and the City Team. Other partners may be brought in by the Project Lead to provide technical expertise, financial resources, establish and maintain relationships within the community or similar services necessary for the project to move forward.

While team members represent distinct organizations, the LIZ program is centered on a culture of collaboration and mutual respect. The following list describes the typical roles for a LIZ project team:

Creative Team

Project Lead. Organizations with an engaging story to tell that can help guide the design of the LIZ. Project Leads can be many types of organizations: cultural institutions, museums, research organizations, arts organizations, social service providers and more. The Project Lead will be the primary point of contact for the City.

Some Project Leads may not have the resources to execute a LIZ in-house and will bring in additional partners to the team. Additional partners may include:

Design Lead. An architect, landscape architect or similar person or organization that helps generate, refine, and translate a design concept into a physical form that is both beautiful and buildable. The Design Lead will be responsible for creating construction drawings the City will use to permit the LIZ.

Technology Lead. An organization or individual representing a technology (digital or analog) that provides a public benefit, enhances the public realm, and improves the quality of life for residents, workers and visitors. Depending on the nature of the project, the Technology Lead could also be the Project Lead or could be brought in to enhance the Project Lead's vision for the project.

Other Stakeholders. Additional organizations to provide advice and guidance. These may include, researchers, or others.

Funding Partners. Currently, funding for LIZ is coordinated by the Project Lead. The City recognizes that fundraising can be a significant hurdle for project sponsors and is actively seeking new funding partners to help bring projects to fruition. Potential funding sources for your LIZ include sponsoring organizations, philanthropic grants, technology partners, private property owners - or developers and City funds.

If you have not yet secured full funding for your project costs, don't let that stop you from applying. Once you submit your application, we can work together on funding options.



THE SECOND LIZ

STUDIO 1

LOCATED AT 10TH AND MARKET & MECHANICS PLAZA



Studio 1 is a 65 square foot “off the grid” solar powered art studio, public art project, and micro-residency center designed and constructed by David Szlasa that will be sited at two locations on Market Street from June 14, 2015 through August 7, 2015. Built on the back of a flat bed trailer, the Studio is made primarily of reclaimed and salvage materials.

Artists curated by Szlasa and the San Francisco Arts Commission will occupy the Studio for a week at a time. Each artist-in-residence represents a mix of disciplines and will

develop programming schedules to complement the natural traffic patterns of the location, scheduling open studio hours and exhibitions on a regular basis.

The San Francisco Arts Commission and the San Francisco Planning Department provided seed funding, and matching funds were provided by the Kenneth Rainin Foundation, NEMA, the Zellerbach Family Foundation and the Center for Cultural Innovation. Other partners include the Civic Center CBD, the Yerba Buena Center for the Arts and Philz Coffee.

Image by Robbie Sweeny

Community Team

Community Lead. In general, the Community Lead organization for a LIZ is predetermined by the LIZ location. You will be introduced to your Community Lead after your application is submitted and reviewed.

The Community Lead is usually a Community Benefits District (CBD) or a Business Improvement District (BID) organization located on Market Street. Some parts of Market Street do not fall within the boundaries of a CBD, in which case another community organization will be identified.

The Community Lead may be responsible for holding the permit for the LIZ and helping with daily maintenance of the installation.

Community Leads play an important role in the outreach process due to their pre-established relationships in the community with neighboring merchants and property owners, as well as connections to community-based organizations in the area.

Property Owners and Tenants. Fronting property owners are a key stakeholder. On occasion, a LIZ may even be partially or fully located on private property. If site conditions allow, property owners, merchants, or other tenants on Market Street may choose to be more deeply engaged with a LIZ in front of their building or business. If you are a Market Street stakeholder who is interested in learning about the LIZ Program or hosting a LIZ in front of your business or shop, please contact LIZ@sfgov.org.



Community Benefit Districts (CBD)

CBDs are partnerships between the City and local communities. They are non-profit organizations that strive to improve the overall quality of life in specific commercial districts and mixed-use neighborhoods. CBDs are created when local property owners within a specified area vote to levy a special assessment on themselves to fund neighborhood improvements and ongoing maintenance of the public realm (graffiti removal, tree pruning, sidewalk gardens etc.).

Currently, San Francisco has 11 CBDs, five of which are active on Market Street between Octavia and the Embarcadero, making them eligible to participate in the Living Innovation Zone Program. These include: The Central Market CBD, the Civic Center CBD, Tenderloin CBD, Union Square Business Improvement District, and the Yerba Buena CBD.

CBDs are generally organized around an Advisory Board and several subcommittees. Committees may include an Executive Committee charged with managing organizational policy and governance, a Streetscape Committee charged with supporting a lively and well maintained public realm in the district, and a Finance Committee charged with managing the organization's budget.

For the LIZ Program, CBDs play important partnership roles in the site selection and permitting process. The City takes on the first step in forming a partnership with a CBD by pre-approving LIZ sites in the Site Selection Process. If your LIZ application is selected, you will need to sign a Memorandum of Understanding (MOU) with your local CBD. If you would like the CBD to support your LIZ financially, you will likely need to have the project reviewed by their Board of Directors.

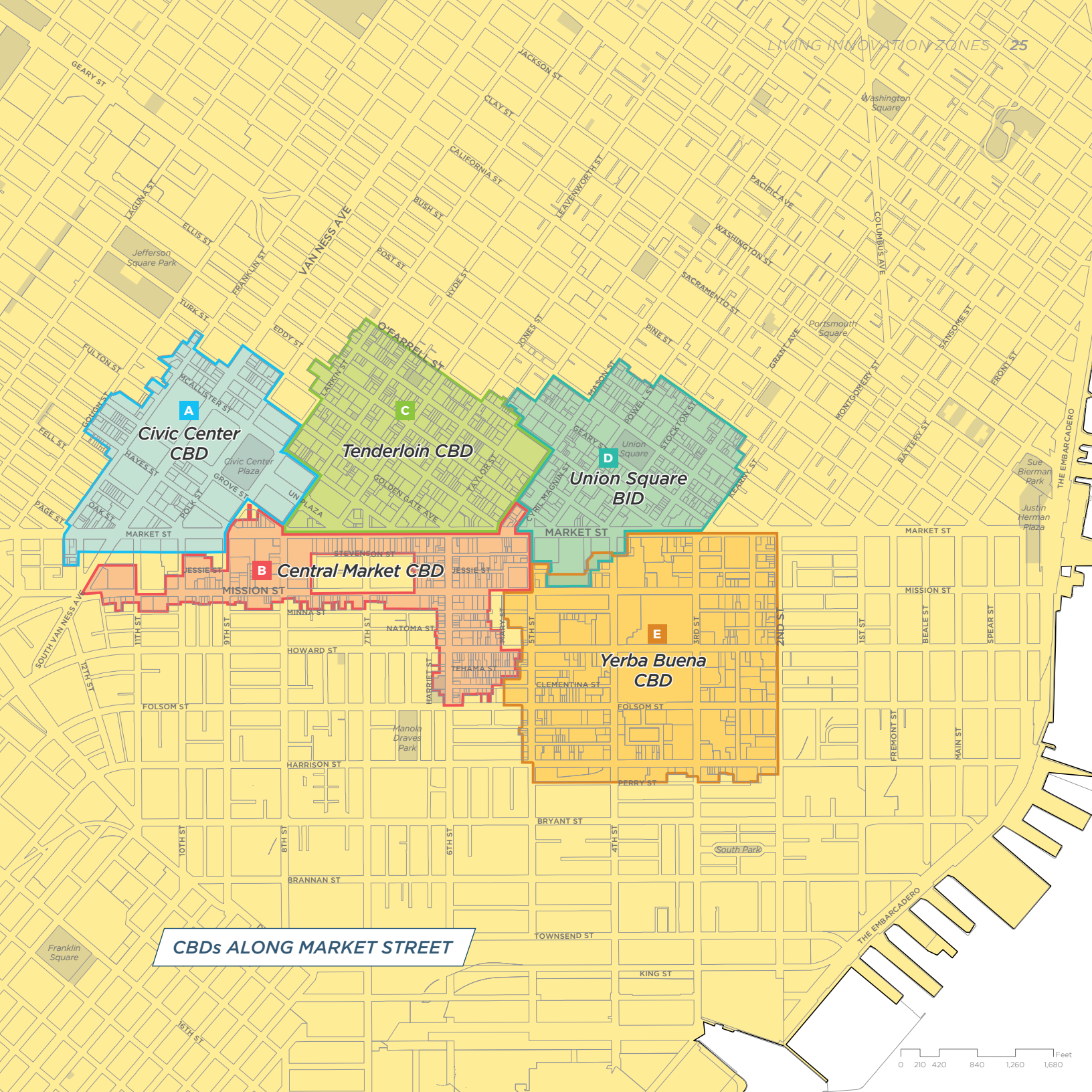
A Civic Center CBD
<http://sfciviccenter.org>

B Central Market CBD
<http://www.central-market.org>

C Tenderloin CBD
<http://www.tlcdbd.org>

D Union Square Business Improvement District (BID)
http://www.visitunionsquaresf.com/the_bid/

E Yerba Buena CBD
<http://visityerbabuena.org>



CBDs ALONG MARKET STREET



“Living Innovation Zones bring innovation that is sometimes behind closed doors into the light of day where we can all learn and be inspired by it. I’m excited to see our sidewalks come alive with new ideas, and I believe it is initiatives like these that underscore our commitment to innovation and helps secure our reputation as the Innovation Capital of the World.”

MAYOR ED LEE

The City Team

The San Francisco Planning Department (SF Planning) is responsible for ensuring that your LIZ is well designed and a positive addition to the public realm. SF Planning will be your primary point of contact throughout the pre-design, public outreach, and design processes, and will help steward your project through the permitting process. SF Planning can help resolve design issues raised by other City departments, if necessary. SF Planning is also responsible for ensuring that your LIZ reflects the goals and guiding principles of the LIZ Program. To learn more about SF Planning: www.sfplanning.org.

The Mayor's Office of Civic Innovation (MOCI) is responsible for delivering on Mayor Lee's vision to create collaborative environments where innovative public-private partnerships can flourish. MOCI is also responsible for facilitating the LIZ process, improving the interface between government and citizens, and making City Hall more accountable, accessible, and responsive. To learn more about MOCI: www.innovatesf.com.

The San Francisco Arts Commission (SFAC) staff provides curatorial oversight for the LIZ program. The Visual Arts Committee provides review and critical feedback for LIZ public art projects:

www.sfartscommission.org

San Francisco Public Works (Public Works) is responsible for ensuring that LIZs satisfy all technical requirements of the Public Works Code and Standards. They verify that LIZs are well-constructed, safe, and accessible. Once your design and plans are approved by all relevant agencies, Public Works will issue your permit and conduct inspections during and after LIZ construction. Public Works is also responsible for ensuring that built LIZs meet maintenance and upkeep requirements, remain open to the public, and comply with permit regulations. If significant public concern is expressed about the installation of your LIZ, Public Works may conduct a public hearing before a hearings officer to determine if your LIZ permit should be renewed or if additional enforcement is necessary. To learn more: www.sfdpw.org.





PART 4

Process

- 
1. Site Selection
 2. Applying for a LIZ
 3. Partner Selection
 4. Design Process
 5. Permit
 6. Construct + Installation

THE LIZ PROCESS

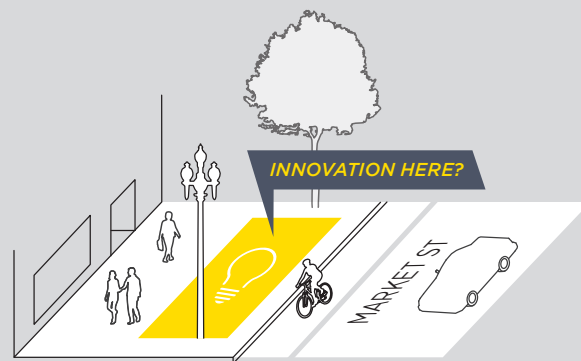
1

SITE SELECTION

WHO'S INVOLVED:



Working in collaboration with the CBDs, The City will identify potential sites for LIZs. As sites are approved, The City will issue calls for LIZ proposals. If you are interested in a site that has not been pre-approved, please reach out to us at liz@sfgov.org.



2

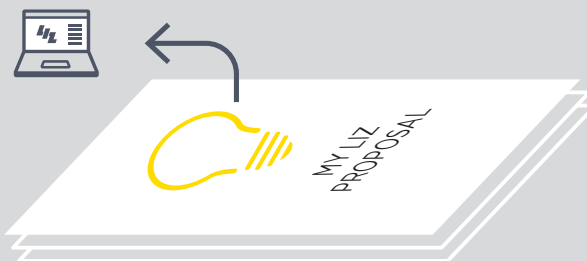
APPLYING FOR A LIZ

WHO'S INVOLVED:



Only once The City issues calls for pre-approved sites can you apply for a LIZ. These calls may focus on themes or guiding principles that are jointly developed between the City, the Community (represented by the local CBD), and the Project Partners sponsoring the call.

CALLS FOR LIZ & TO APPLY, GOT TO: WWW.SFLIZ.COM



3

PARTNER SELECTION

WHO'S INVOLVED:



If your proposal is accepted, the City will help facilitate a conversation between the Project Lead and the Community Lead. The end goal of this step in the process is for the LIZ partners to sign a Memorandum of Understanding (MOU) articulating each organization's joint support and articulating roles and responsibilities for the various stakeholders involved.



4 DESIGN PROCESS

WHO'S INVOLVED:



YOU MAY HAVE TO REFINE THE DRAWINGS TO ENSURE YOUR LIZ MEETS THE **DESIGN AND CONSTRUCTION GUIDELINES** (SEE SIDEBAR ON PAGE 36). WHEN DESIGNING YOUR LIZ, BE SURE TO CONSIDER THE DURATION OF YOUR INSTALLATION.

It's time to begin refining the concept and developing a design or prototype for your LIZ. This is when your team creates a set of construction drawings that the City will use to evaluate your design.



STEPS 4 & 5 CAN TAKE ANYWHERE FROM 4 - 6 MONTHS

5 PERMITTING

WHO'S INVOLVED:

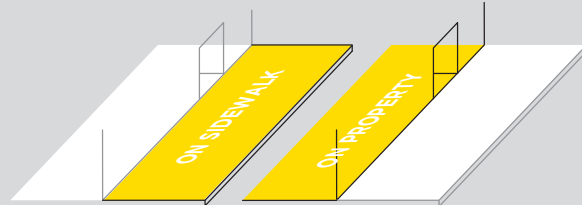


PERMIT COST: ~\$400

After the City has approved your design, Public Works will issue an invoice for the final permit, which will be provided upon payment. This fee will vary depending on the scope and complexity of your project, but you can assume roughly \$400 for budgeting purposes.

FOR A LIZ INSTALLED **ON PUBLIC RIGHT-OF-WAY** LIKE CITY-OWNED SIDEWALKS, PERMITS ARE TYPICALLY ISSUED TO CBDs OR FRONTING PROPERTY OWNERS.

FOR A LIZ INSTALLED **ON PRIVATE PROPERTY**, PERMITS MAY BE ISSUED TO THE PROPERTY OWNER OR THE CBD.



6 CONSTRUCT + INSTALLATION

WHO'S INVOLVED:



YOU HAVE UP TO 6 MONTHS TO INSTALL YOUR LIZ

You have six months after the date Public Works issues your permit to begin constructing your LIZ. You may request an additional six-month extension. Once you are ready to install your LIZ, you or your contractor are required to notify Public Works and SF Planning at least 10 days before beginning any site work to schedule a pre-installation on-site inspection.



PEEPS



CREATIVE TEAM



Project Lead



Design Lead



Technology Lead



Stakeholders



Funding Partners



COMMUNITY TEAM



Community Lead (CBDs)



Property Owners/Tenants



THE CITY



San Francisco Planning Department



Mayors Office Of Civic Innovation



San Francisco Arts Commission



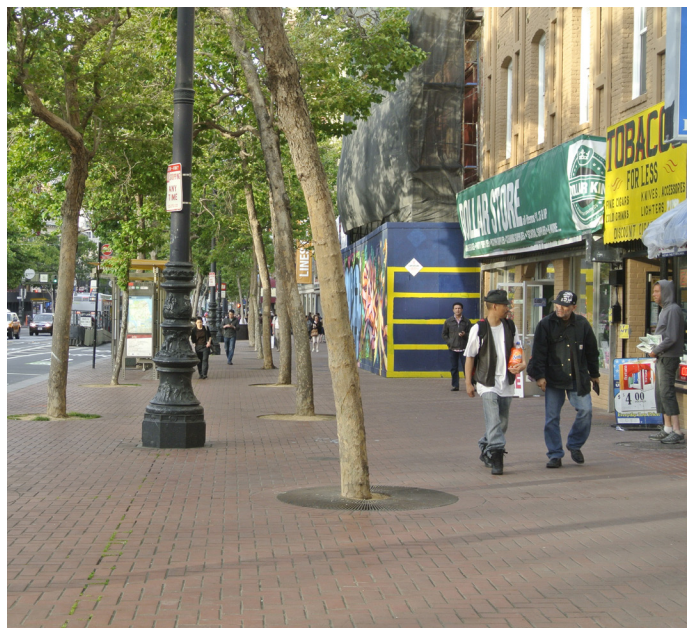
San Francisco Public Works

1

Site Selection

The City, working in collaboration with the CBDs along Market Street, will identify potential sites where a LIZ can be installed. Approved sites are listed at www.sfliz.com.

If you would like to propose a site-specific LIZ outside of the City's standard application process or on a part of Market Street that is not covered by a CBD, please contact us at LIZ@sfgov.org. Applicants choosing this path should understand that the site selection process may add significant time to your project.



HOW ARE LIZ SITES SELECTED?

Site identification criteria include a number of factors: ability of adjacent land uses to help activate the space; financial and community support; and physical constraints posed by sidewalk width, utility conflicts, and street furniture, among others.

Working in partnership with the CBDs, the City will conduct outreach to adjacent community neighbors, such as merchants, office workers and property owners. The intent of this outreach is to:

- Inform the Market Street community about the LIZ Program
- Present potential LIZ sites
- Achieve community support for the use of the sites as future LIZ locations
- Identify potential partners who are interested in participating in a LIZ
- Identify potential LIZ sites and that may have been overlooked in the Site Selection phase

2

Applying for a LIZ

The City will periodically issue calls for LIZ proposals at pre-approved sites. In addition to the primary goal of activating public space, these calls may also focus on themes or guiding principles that are jointly developed between the City, the Community (represented by the local CBD), and the Project Partners sponsoring the call.

**TO SEE WHAT CALLS ARE
UP AND RUNNING, AND TO
APPLY, GO TO:**

WWW.SFLIZ.COM

3

Partner Selection

LIZ applications will be reviewed by a committee of City staff, Community Lead, and key partners. If your proposal is accepted, the City will help facilitate a conversation between the Project Lead and the Community Lead responsible for managing the portion of Market Street where the LIZ is proposed to be sited.

The end goal of this step in the process is for the Project Lead and the Community Lead to sign a Memorandum of Understanding (MOU) articulating

each organization's joint support for collaborating on the LIZ, and articulating roles and responsibilities for the various stakeholders involved. The City can provide templates and examples for previous LIZ installations.

Community Leads will likely require Project Teams to work through their own approval process before they can sign a Memorandum of Understanding with a LIZ Project Lead.

4 Design Process

After the team members have been assembled and the City, Community Lead and Project Lead have been matched to a site, it's time to begin refining the concept and developing a design or prototype for your LIZ. This is when your team creates a set of construction drawings that the City will use to evaluate your design. The City may require you to refine the drawings to ensure your LIZ meets the ***Design and Construction Guidelines*** (see page 36). When designing your LIZ, be sure to consider the duration of your installation. LIZs should be installed for a minimum of two months, and they may remain installed for up to two years.

Design Review. Several people and organizations within the City will review your design. The Planning Department will give feedback on the aesthetics and programming of your LIZ. The Planning Department will also work with peer departments like Public Works and the Fire Department to ensure your LIZ is accessible and will not impede emergency operations on Market Street. If your LIZ includes an Art Component, the Planning Department will schedule a meeting with the Arts Commission's Visual Arts Committee for review, critical feedback and approval.



MUCH OF THE DESIGN & REVIEW PROCESS CAN HAPPEN IN PARALLEL. ONCE YOUR INITIAL DESIGN IS SUBMITTED, REVIEW CAN RANGE FROM ABOUT 4-6 MONTHS DEPENDING ON THE SCALE OF PROJECT.

5 Permit

All LIZ projects are required to have a permit. After the City Team has approved your design, Public Works will issue an invoice for the final permit, which will be provided upon payment. There is also a one-time fee to cover the cost of processing your permit application. This fee will vary depending on the scope and complexity of your project, but you can assume roughly \$400 for budgeting purposes.

Please note, occupying the public right-of-way or completing work without a permit can lead to fines of up to \$1,000 per day. All permits issued by Public Works are revocable at the will of the Director of Public Works. All permits issued are subject to inspection and a LIZ shall be constructed per approved plans and to City specifications. All encroachments and constructions shall be maintained by the permittee.

For a LIZ installed on public rights-of-way like City-owned sidewalks, permits are typically issued to CBDs or fronting property owners.

For a LIZ installed on private property, permits may be issued to the property owner or the CBD. If it is issued to the CBD, the property owner will also need to grant written permission for the LIZ to be installed.

Public Works may, on occasion, issue a permit to other members of the LIZ team, such as a museum or similar organization.

You have six months after the date Public Works issues your permit to begin constructing your LIZ. You may request an additional six-month extension, however, you will need to comply with any new design controls or program requirements established after your permit issue date. This may require revisions to your final construction document package.

Insurance. Public Works will require the permit holder to add the City as an additionally insured for \$1 million in liability coverage (most insurance providers will provide this service at little to no extra cost). The City strongly encourages individual team members to insure/compensate one another as well. This is required for installations on both public and private property.



Guidelines for Designing & Installing your LIZ

Activate public space. LIZs' primary function is to activate public spaces that encourage people to linger and interact with one another.

Be creative. LIZs should delight, inspire, educate and amaze.

Welcome everyone. LIZs are public spaces and should feel open and welcoming to passersby.

No advertising. Logos, advertising, or other branding are prohibited. A small unobtrusive plaque recognizing project sponsors and material donors is acceptable.

Design for easy removal. Because LIZs are temporary structures and may sit on top of critical infrastructure and utilities, they need to be designed for easy removal in case of an emergency. Bolting to the sidewalk is generally discouraged. If you use mechanical attachments to anchor your LIZ to the sidewalk, you will be responsible for replacing any brick pavers upon

removal that were damaged by the installation of your LIZ.

INCLUSIVE DESIGN

Your LIZ design must be accessible and welcoming to all people, including people with physical disabilities, wheelchair users and those with impaired vision. Inclusive design considerations will affect many aspects of your LIZ design ranging from how you allocate space within the LIZ to the materials you use. Some issues City staff will evaluate while reviewing your LIZ design include:

- Ensuring your LIZ uses slip resistant surface materials.
- Ensuring wheelchair users can access and enjoy your LIZ.
- Ensuring your LIZ, and some seating within your LIZ (if included in the design), is accessible to people with disabilities.
- Ensuring your LIZ is designed with cane detectable borders.

Disclaimer. These are guidelines and may not be required in all cases. Similarly there may be instances where City staff requires additional design interventions and/or tailoring based on local site conditions not covered in these guidelines. Your LIZ approval is ultimately subject to the discretion of the City and County of San Francisco.

TECHNICAL CONSIDERATIONS

Pedestrian Circulation Zone. A LIZ installation will typically require a 8-12 ft pedestrian circulation zone that provides an adequate path of travel between the LIZ and the building facade, and will likely require additional clearances between the LIZ and any adjacent street furniture. In cases where an allée (double row) of trees is present, the LIZ installation footprint may occupy the space under both rows of trees (between the curb and the row closer to adjacent building facades) provided an adequate path of travel remains. Due to the high pedestrian volumes on Market Street, pedestrian circulation area dimensions may vary from site to site. The City will work with you through the design process to ensure your LIZ allows for adequate pedestrian circulation space.

The following factors will also impact the siting of your LIZ and pedestrian circulation zone dimensions:

Curb Setback. LIZ installations shall be placed at least 24 inches back from the vertical face of the curb. No part of the LIZ installation may project into this 24-inch zone.

ADA Path around Street Furniture.

In general, a LIZ installation should maintain a 4-foot clearance from street furniture (Bus Shelters, JCDecaux kiosks, Clear Channel Advertising Panels, bike racks, etc.). Exceptions may be made on a case-by-case basis.

Fire Hydrants. LIZ installations shall maintain a five-foot clear circumference around fire hydrants as measured from the center point of the hydrant.

Bus Stops. LIZ installations are generally not allowed in front of bus stop loading areas – the areas on the sidewalk that are alongside striped bus loading zones in the street.

Loading Zones. A LIZ installation should not be sited in front of freight loading zones.

Utility Panel Covers. Generally, you will not be able to block or obstruct utility panel covers. Some utility panel covers such as manhole covers may require additional spatial clearances. On rare occasions, the City may allow a LIZ installation to cover a utility panel cover if the design accommodates some other means of accessing the utility such as an access door built into a bench. These proposals will be considered on a case-by-case basis and may add time to your permitting process.

Anchoring to the Sidewalk. You are responsible for replacing any damage to sidewalk pavers caused by your LIZ installation. Anchoring or permanently affixing your LIZ installation to the sidewalk via bolts or similar hardware is strongly discouraged and will require additional review.



Construct + Installation

BEGIN CONSTRUCTION (UP TO 6 MONTHS AFTER PERMIT ISSUANCE)

The permit you received in Step Five demonstrates that the City has approved your LIZ design. When you are ready to construct your LIZ, you will need to obtain an additional permit called a Street Space Occupancy Permit which grants you permission to occupy the sidewalk to install your LIZ. When you are ready to begin construction, contact Public Works and tell them the time range you anticipate for your construction. The cost of the construction permit – the Street Space Occupancy Permit – will be \$120. Street space permits are issued at 1660 Mission Street, 5th Floor and may be contacted at 415-558-6060. To learn more, visit www.sfdpw.org/index.aspx?page=1191

PRE-INSTALLATION

You or your contractor are required to notify Public Works and SF Planning at least 10 days before beginning any site work to schedule a pre-installation on-site inspection.

INSTALLATION

On-site installation should take around two weeks and may not exceed thirty (30) days. Failure to finish constructing your LIZ within the 30-day window may result in punitive action by the City, such as fines, revocation of your permit or required removal of the LIZ.

ON-SITE INSPECTION

You or your contractor are required to notify Public Works and SF Planning within 48 hours of the completion of a LIZ installation to schedule a post-construction on-site inspection.

HOST RESPONSIBILITIES

LIZs are free and open to all members of the public to experience. Along with the support of your CBD, Project Leads are required to keep your LIZ well-maintained and in good repair under the conditions of approval of your permit. LIZ sponsors and their CBD partners are encouraged to develop a maintenance plan for keeping the LIZ free of debris, grime, and graffiti, and to keep all plants in good health.

SF Planning and Public Works will continue to monitor your LIZ for compliance with public access requirements and the maintenance agreement.

Failure to comply may result in revocation of your LIZ permit and the removal of your LIZ installation.

REMOVAL

LIZs should be installed for a minimum of two months, and they may remain installed for up to two years. You are responsible for removing your LIZ and restoring the sidewalk to its pre-installation conditions. When you are ready to uninstall your LIZ, you will need to notify SF Planning and Public Works to coordinate a removal permit and post-removal inspection.



Here: take
a moment.

This space is an
experiment.

It's a disruption in
the everyday stream,
a place for something
unexpected to happen.

So, step out of the rush.
Mess around a bit, follow
an impulse, get your hands
and body going.

See what you make of this space.

ause
on market street
A LIVING INNOVATION ZONE

APPENDIX

Case Studies



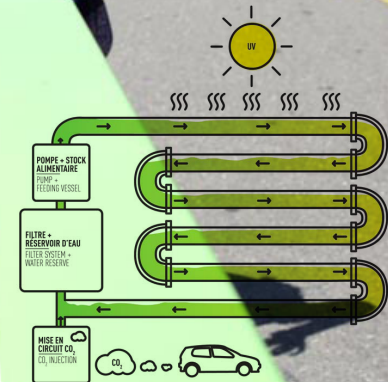
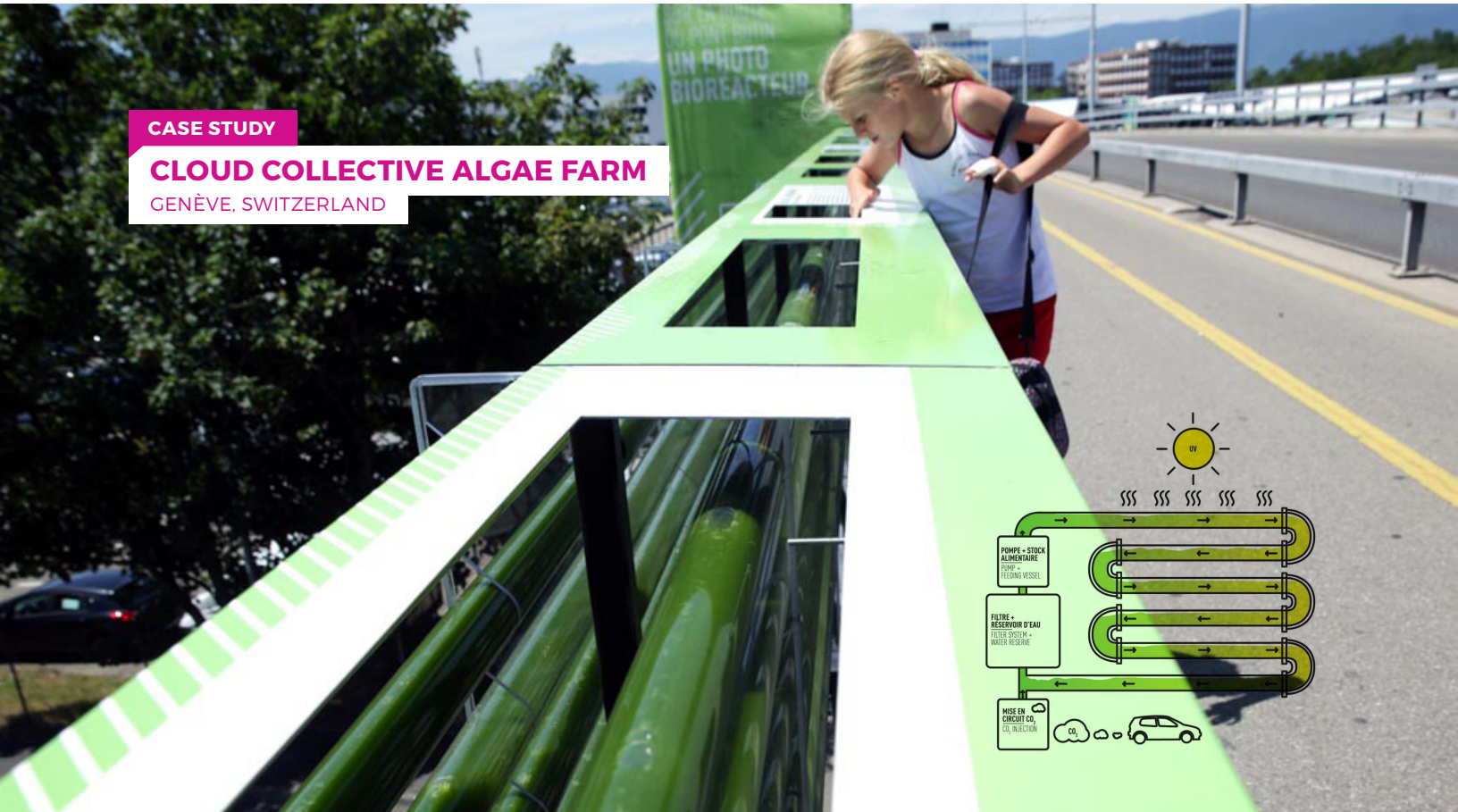


& Testimonials

CASE STUDY

CLOUD COLLECTIVE ALGAE FARM

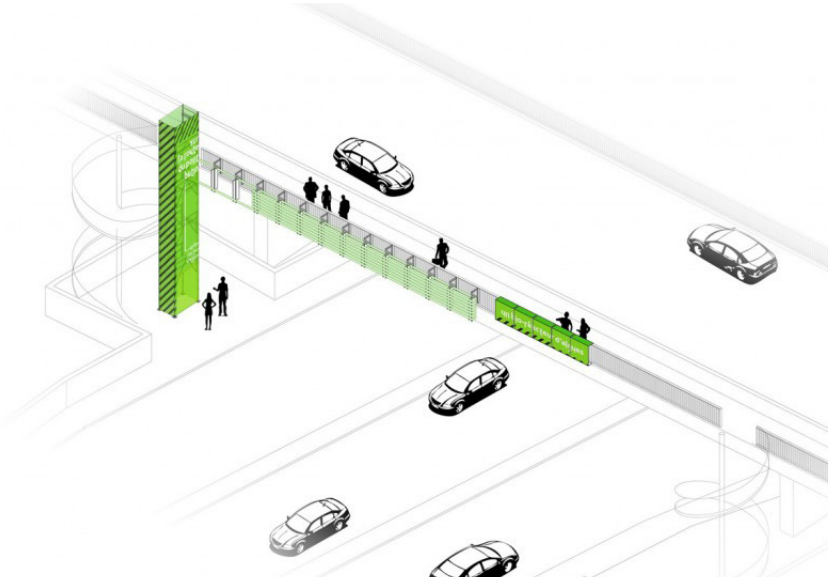
GENÈVE, SWITZERLAND



Culture Urbaine was a small-scale algae garden that ran along a freeway overpass in Genève, Switzerland. The project was conceptualized by Cloud Collective, a Dutch/French design firm for the city's garden festival in the summer of 2014. Rather than working in a typical garden location, the designers sought out a public space that would typically be considered dull or overlooked. Their ultimate choice of an overpass was an ideal location for growing algae, a CO₂-consuming plant that thrives in direct sunlight and can be utilized in a variety of ways (most notably, air filtering). The overpass had a steel infrastructure,

making it a sturdy host for the equipment-heavy garden. A series of transparent tubes, accompanied by filters, solar panels and pumps completed final installation.

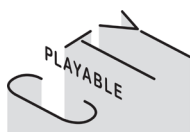
An eye-catching and educational project, Cloud Collective's overall goal was to highlight how placing a functional garden in a location such as an overpass can "signal practices of the future: food production in an urban environment, the conservation of green space and the reinterpretation of existing infrastructures."



CASE STUDY

THE PLAYABLE CITY MOVEMENT

BRISTOL, UK



The Playable City is a concept imagined by Watershed, a cross-artform venue and producer in Bristol, UK, that has led to a series of public installations, artistic

interventions and other endeavors that invite and encourage people to socialize and play. A counterpoint to the data-centric corporatism of the “Smart City”- the Playable City is a place where “people, hospitality and openness” are key. Experiences that enable residents and visitors to playfully explore the public realm creates opportunities for the public to “rethink and rewrite” their city and influence city development. Intentionally broad, the notion is open to interpretation and has been envisioned in a variety of ways.

Above: Winner of the 2014 Playable City Award, the project *Shadowing* “invites interaction between people who share a space”, which could be as simple as strolling by or as elaborate as a conga line.

Next page: Winner of the first ever Playable City Award in 2013, *Hello Lamp Post* was a citywide platform for play that invited the people of Bristol to communicate with familiar urban fixtures and furniture – like lamp posts and post boxes – through texting. Unique codes were placed on each object, providing people a way to ‘wake up’ a sleeping object, discover what it had to say and let it know if it was in need of repair.





FUTURE LIZ

LIGHT UP CENTRAL MARKET

COMING TO THE HALL AT MARKET & SIXTH STREET



Light Up Central Market is a proposed LIZ composed of up to seven site-specific installations, including one to two seating installations. The seats emit soft, glowing light and are oriented to showcase views of existing murals and/or proposed dynamic lighting installations on Market Street. The illuminated structures are designed

to inspire residents, pedestrians and tourists to engage with large-scale art that sparks the imagination, invites play and builds community. The project will be installed in September 2015 and is a collaboration between the Luggage Store Gallery, Hyphae Design Laboratory, Nighthouse Studio and Tenderloin CBD.

CASE STUDY

BINS AND BENCHES

CAMBRIDGE, UK



Bins and Benches was a 2006 installation by Greyworld, a British arts collective. The project was installed at a plaza fronting the Junction Theater in Cambridge. Greyworld seeks to create public art that evokes play and makes room for creative expression in places that usually exclude it.

The installation featured animated street furniture. Five trash bins and four benches that were “injected with magic serum,”

which brought them to life allowing people play with these public space staples. The bins and benches were each given their own personality, and allowed to frolic freely about the square. For example, when it rained, a bench might have taken shelter underneath a tree to keep itself dry. Periodically, the entire menagerie would assemble as a barbershop quartet and burst into song; the bins forming the baritones and the benches the high sopranos.

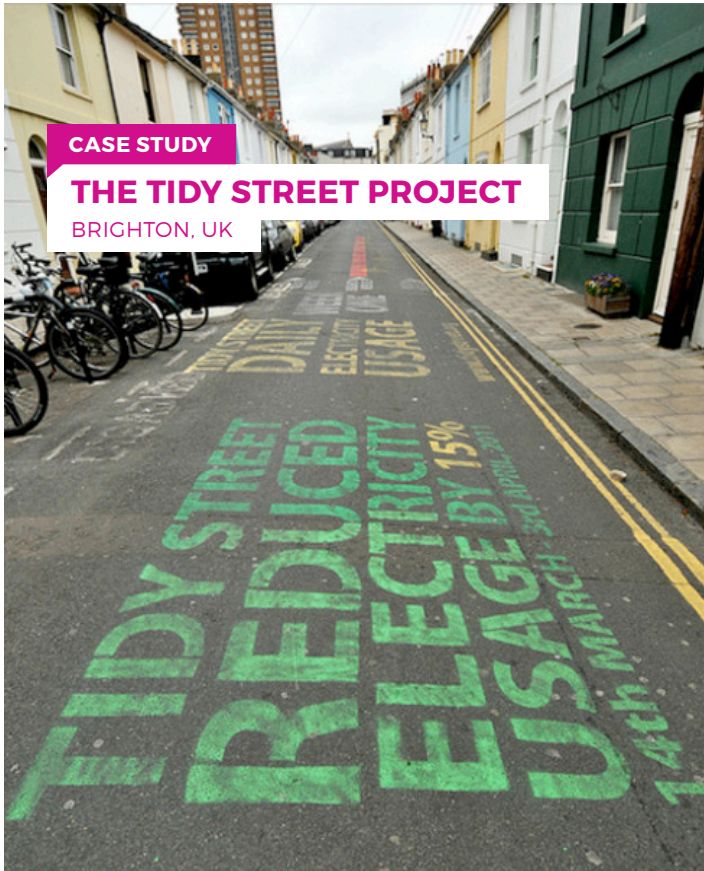
CASE STUDY

THE GREAT WALL OF OAKLAND

OAKLAND, CA



The Great Wall of Oakland of Oakland is a free, outdoor projection installation in Oakland, CA, featuring a rotating collection of multi-media artwork by local artists. Centrally located and considerable in size (100'x100'), this installation appeals to and attracts an incredibly diverse public audience. This striking and dynamic piece makes an unforgettable impression on passersby, and is known as a prominent platform for local talent due to the comprehensive selection process.



CASE STUDY

THE TIDY STREET PROJECT

BRIGHTON, UK



In the spring of 2011, Jon Bird from Open University and local graffiti artist Snub worked with households on Tiny Street in Brighton, UK to create a highly visual infographic along the street's pavement revealing each resident's electricity consumption. Participating households carefully measured their energy consumption, and their daily usage was recorded along the street's sidewalks. New lines of comparison were added each week, allowing people to see how their Tiny Street stacked up to neighboring regions and other countries.

The graphic stimulated the neighborhood; residents and passersby were encouraged to engage with the information.

Throughout the project, the participating households learned about methods to lower their usage, including information on what appliances consume the most energy. By the end of the project, there was a 15% reduction of electricity consumption on Tidy Street.



INTERVIEW

SHAWN LANI / THE FIRST LIZ

EXPLORATORIUM

What drove The Exploratorium to become a partner in the LIZ program?

The Exploratorium has been creating a robust network of scientific, educational, and artistic partnerships over the past forty years. Our recent move to the San Francisco waterfront allowed us to more actively investigate a line of inquiry which blends placemaking with place-based learning and experiment with new modes of active public engagements. The LIZ Program allowed us to enter into the public space conversation as an active, generative partner. We share many of the partners' allegiance to the end-user and seek to support each individual's sense of agency in public space. We also recognize that spaces like LIZ are responding to the need for vision, for social coherence, and for strategies that ultimately provide for the formative culture so necessary for the generation of future ideas.

What experience did The Exploratorium have with placemaking prior to embarking on the LIZ project?

We have been creating site-specific investigations and installations for almost a decade, but until three years ago, the museum had engaged very little with the placemaking movement. We contacted Project for Public Spaces and met with Fred Kent, attended workshops, and built a framework, which guided the development of the Exploratorium's 40,000 sq ft. unticketed public space. We are excited to be a part of the larger, evolving, conversation and hope to contribute to the movement in many meaningful ways.

Has the experience of creating a LIZ been beneficial to The Exploratorium?

Our institution exists to make an impact on people's lives, whether it's at our campus, on-line, through our Teacher Training Programs or through

global partnerships. At "Pause," we see strangers holding hands on the Musical Bench and look strangely content as they chat away. Some people get genuinely giddy while others stand shyly by working up the nerve to interact with a stranger. The installations on Market Street are like wrecking balls for social norms. For us, that's what impact means; the ability to empower people to be their best selves, to be curious, to be wondrously human. There's a relationship between individual agency and civic engagement which, when tuned, creates a kind of social harmonica. Our current driving questions are, "What are the components and methodologies for creating these dynamic, inquiry rich spaces?" and, "How do we codify these lessons so that they can be repeated?"

How involved was the City in the review of the design?

They were very involved in helping create criteria for success. We relied on the overall framing to sieve through ideas and concepts as they evolved in conversation with our partners. Paul Chasan, in particular, walked the Exploratorium team through the multiple design reviews required for permitting. There was not a large degree of oversight, though there was a high level of trust placed in us as a partner.

What have you learned from the experience so far?

We learned first and foremost that something is working out there, it's a jarring change to Market Street's social dynamics. Our core values of respecting the user as an individual, creative agent blends well with the City's intentions

and Gehl Architect's public space philosophy. Partner alignment was critical, but not easy. There were a lot of stakeholders and people with very strong, smart convictions about what the LIZ needed to be. Synthesizing these energies was simply inspiring (frustrating, hard, confusing, frightening, but damn inspiring). Defining what meant success for the most important stakeholder, the public, was the most challenging of all. Now that we have the armature up, we expect to spend a lot more time getting to know the Market Street crowd.

In retrospect, we had a lot of people in the room who are very driven, very smart, and quite used to dealing with agencies that don't fully understand their intentions or methods. The funny thing is, we're all saying pretty much the same thing, but in coded variations.

Figuring out each of our roles, core capacities, and areas where we could support one another was a very large part of making this work.

We were also pleasantly reminded of what we already knew; LIZ is awesome because people are basically beautifully curious, kind, humorous creatures who leap at the chance to learn and play. This tendency, when coupled with community-based partnerships and on-going civic conversations, leads to powerful public space impacts. Grounding the initial LIZ with inquiry rich experiences brought the best out in people.



INTERVIEW

ANDREW ROBINSON / COMMUNITY PARTNER ROLE

DIRECTOR OF NEIGHBORHOOD PARTNERSHIPS

YERBA BUENA CBD

How did you get involved with the Pause on Market Street LIZ?

Pause is the outgrowth of the Yerba Buena Community Benefit District's (YBCBD) Yerba Buena Street Life Plan, a 10-year road map of possible public realm improvements in the neighborhood. That plan signaled our intentions to create a more livable neighborhood that reflects the growing population and offers amenities that makes a neighborhood great. SF Planning's Neil Hrushowy participated in the development of the Street Life Plan, and understands what the YBCBD aims to achieve in the public realm. He brought us together with the Exploratorium and the City to bring this idea to life.

There are 36 projects in the Street The Street Life Plan, and its 36 Projects, provided leverage and credibility

with stakeholders that the YBCBD is seriously committed to cultivating positive public realm activations. The LIZ project, specifically, is outside of the Street Life Plan, but 100% within the goals of the YBCBD.

How has this LIZ added value to the Yerba Buena community?

It's exceeded expectations. It is a welcome mat to the neighborhood. People may not realize what a vibrant neighborhood Yerba Buena is. There are approximately 10,000 people that live here in the neighborhood and countless people visit our cultural institutions and Moscone Convention Center. Historically, the neighborhood may have been overlooked in the development of its public realm, but its moment is now. The top of Yerba Buena Lane is really a nice entry point into the neighborhood. It offers ample space for people to gather and linger at the LIZ.

"Pause" generates smiles. There are very few things that I can point to where that's the outcome. It makes people curious, and it has become a destination

spot. We hosted a holiday digital projection project, where the greetings and holiday wishes were projected on wall adjacent to the LIZ because we knew it was an attraction. On Market Street, there is nothing like it.

Overall, we've seen this great stewardship from the people who use the LIZ. There are people every day discovering how the dishes or the bench work and share that knowledge with others. It's been a really wonderful invitation to the neighborhood.

What challenges have come up with the LIZ installation?

Most of the challenges were in the design phase. How do you design something for a two-year lifespan? Unlike a permanent structure which is bolted down, the LIZ had to be durable enough to withstand being on Market Street for a two-year period while ephemeral enough to be easily removed. How do you get buy-in from neighborhood stakeholders when no one can quite say what the first LIZ will be? These were some of the challenges. We were lucky to be brought

together with the Exploratorium and the Planning Department staff on this project. Their thoughtfulness and solution-oriented approach helped us in engaging the neighborhood.

Post-installation there have been a few challenges, and a ton of learnings. We have learned a lot about ideas our Street Life Plan promotes. The LIZ is a great example of how public seating can work in San Francisco. The City needs more of it located in the right places. The YCBCD also wanted to test out ideas related to green technology in the project. We advocated for a charging station to be included in the design. The pedal-powered station that was part of the installation at its unveiling became too difficult to maintain. It was not about the technology, but about pedals needing to be constantly replaced. This is an experiment, and we need to be learning something from it.

The partnership has been key to minimizing challenges. The Exploratorium really takes on the technical aspects, with the musical bench in particular. There have been times when that hasn't been working, and they take on repairs. We are focused on graffiti removal, cleanliness – the eyes on the street. We have done a review of our services and have not seen an additional demand for the YCBCD cleaning and graffiti removal or other services in that area.

Describe your experience working with the City on this LIZ.

My experience working with the City was great. The LIZ team is incredibly smart, forward-thinking, practical, and positive. They were highly engaged. Neighborhood buy-in to this project when we didn't really know what this project would become was very important to them. The YCBCD brought neighborhood voices to the table, and the City (and the Exploratorium) listened. The LIZ footprint actually extends onto privately managed property. That wasn't a part of the original concept. It happened as a result of getting the community together to support what, at the time, was just an idea -- nobody had done it. Throughout the process, the City team was very responsive.

What advice would you give to another CBD or similar organization considering undertaking a LIZ project?

I think the partnerships are really key. The Exploratorium has a good track record of public realm activation projects. And getting other stakeholders on board. At the ground floor, trying to get together the people that want to have a say in the project and would be an influencer on the project. That said, I think there also needs to be a real attention to detail and pushing it out there, like continually communicating with stakeholders. The Exploratorium

did a public drawing outreach day where they brought out a lot of their toys, and that kind of excitement that we were able to build really led to a really smooth process in getting more people to buy into it than we expected.

How do you define a Living Innovation Zone?

I define it differently now than I did when I was introduced to the project. The City approached the YCBCD describing this as an effort to bring the energy of technological innovation onto the street. They described a climate where “we live in one of the most technologically driven cities in the country, if not the world, and it is not reflected in the public realm.” That seemed very accurate at the time. Whatever we were going to do, it would attempt to bring that into the public realm.

What resulted however is not a manifestation of an emerging technology. I think the actual innovation of the LIZ is how it makes people stop on Market Street and engage with each other at a safe, social distance in a culture where we generally don't pause to communicate with a stranger. The innovation is not anything technologically based, it's the social interactions it supports.

SFLIZ.COM

LEARN MORE / APPLY FOR A LIZ