



City City BANG BANG

LIZ, PARKLETS & THE PUBLIC GOOD

PAUL CHASAN

Urban Designer | SF Planning Dept



LIZ

PARKLETS

table

WE MAKE HAPPEN
LIZ HOTEL

PUBLIC PARKLET
ALL RIGHTS ARE OPEN TO THE PUBLIC

PUBLIC PARKLET
ALL RIGHTS ARE OPEN TO THE PUBLIC



STREETS =

25%

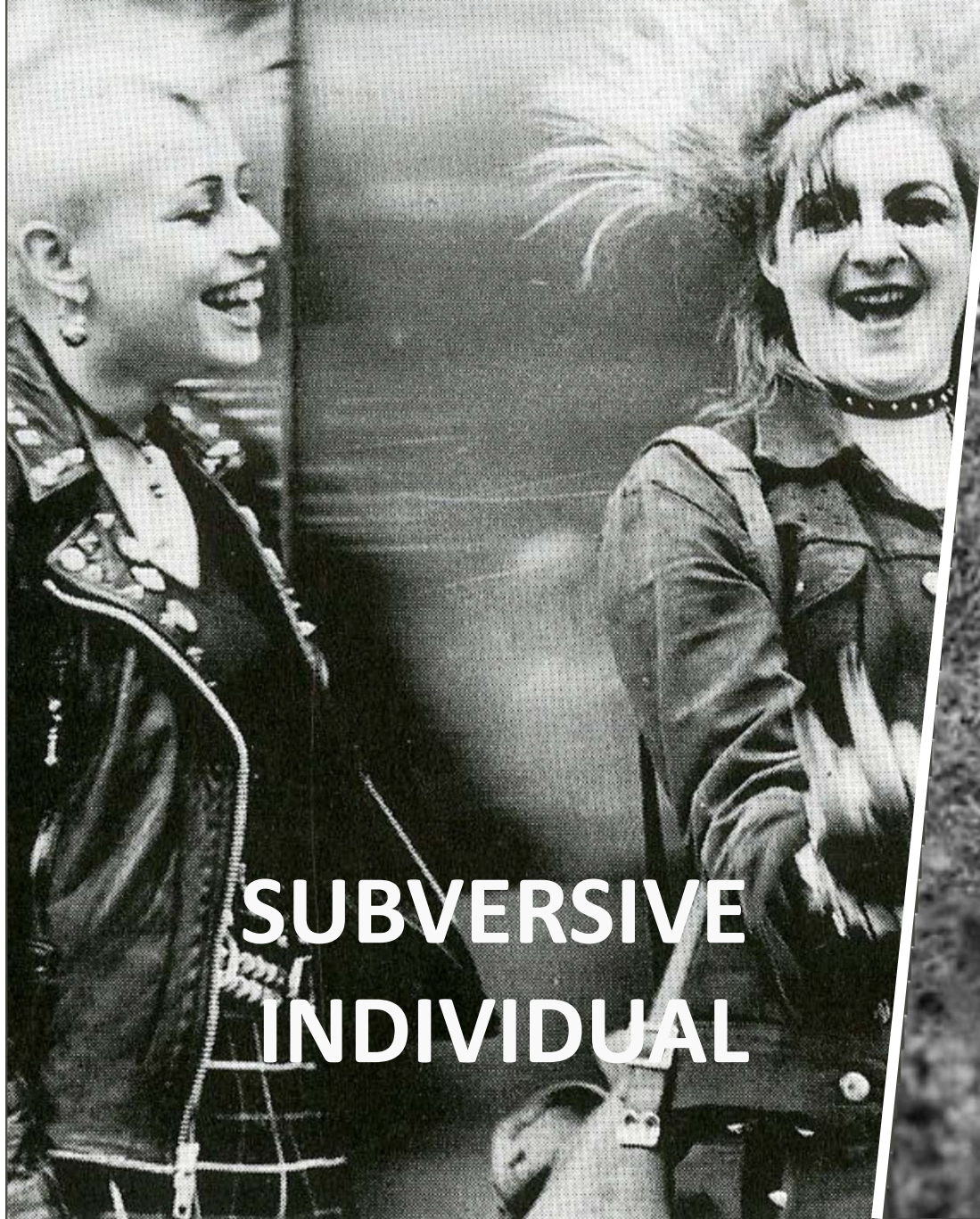
CITY'S TOTAL AREA



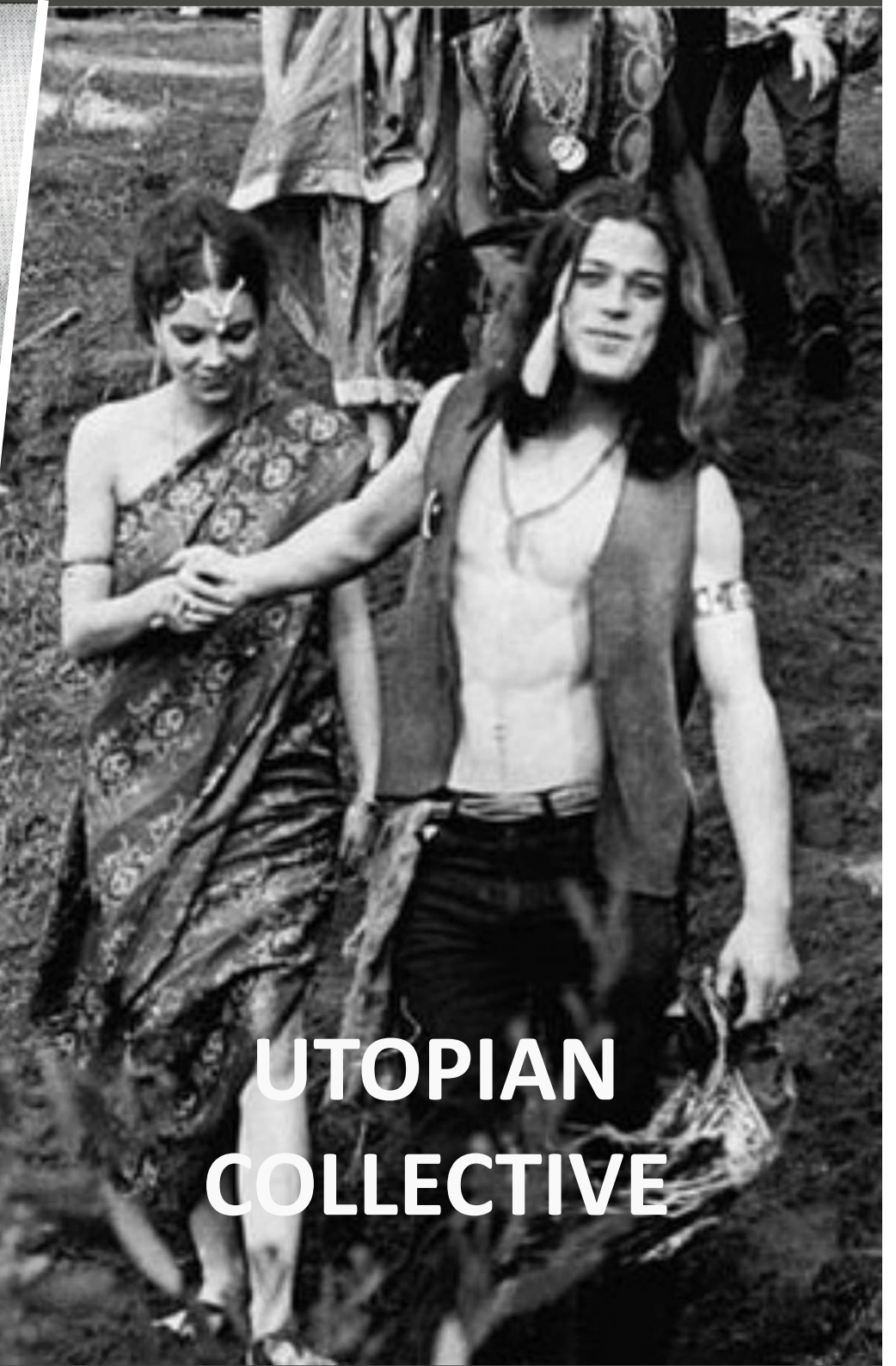


SYMBOL

TEMPORARY



**SUBVERSIVE
INDIVIDUAL**



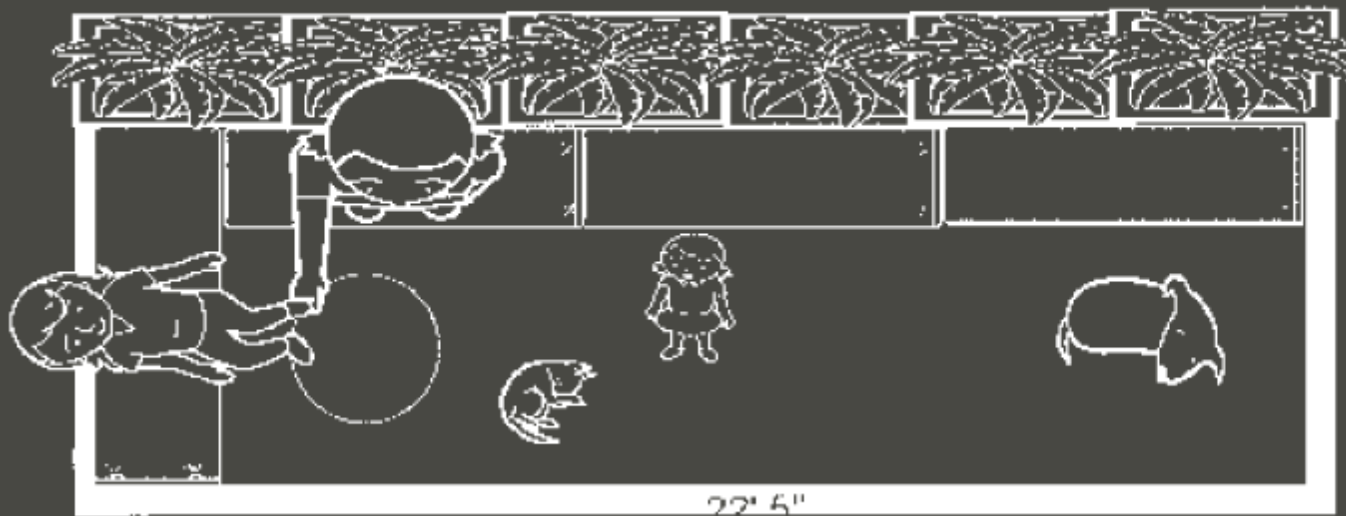
**UTOPIAN
COLLECTIVE**



THE
GOVERNMENT



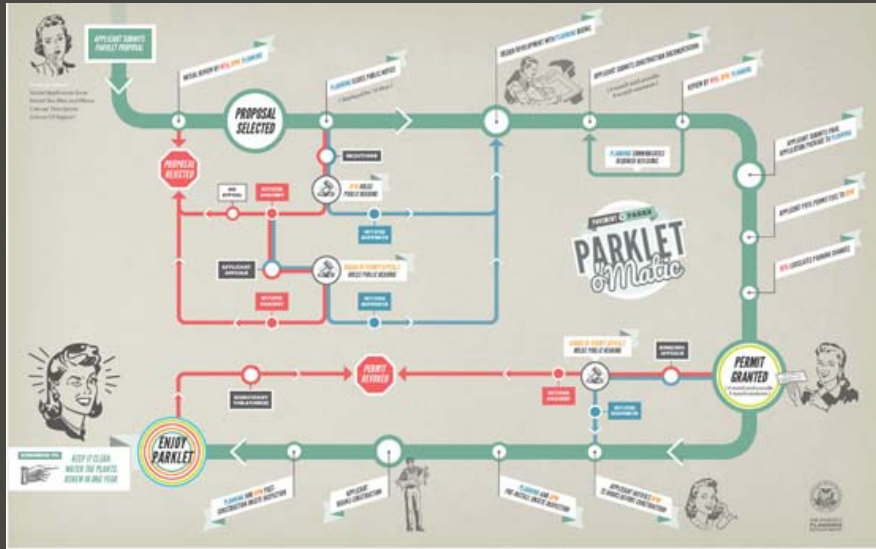
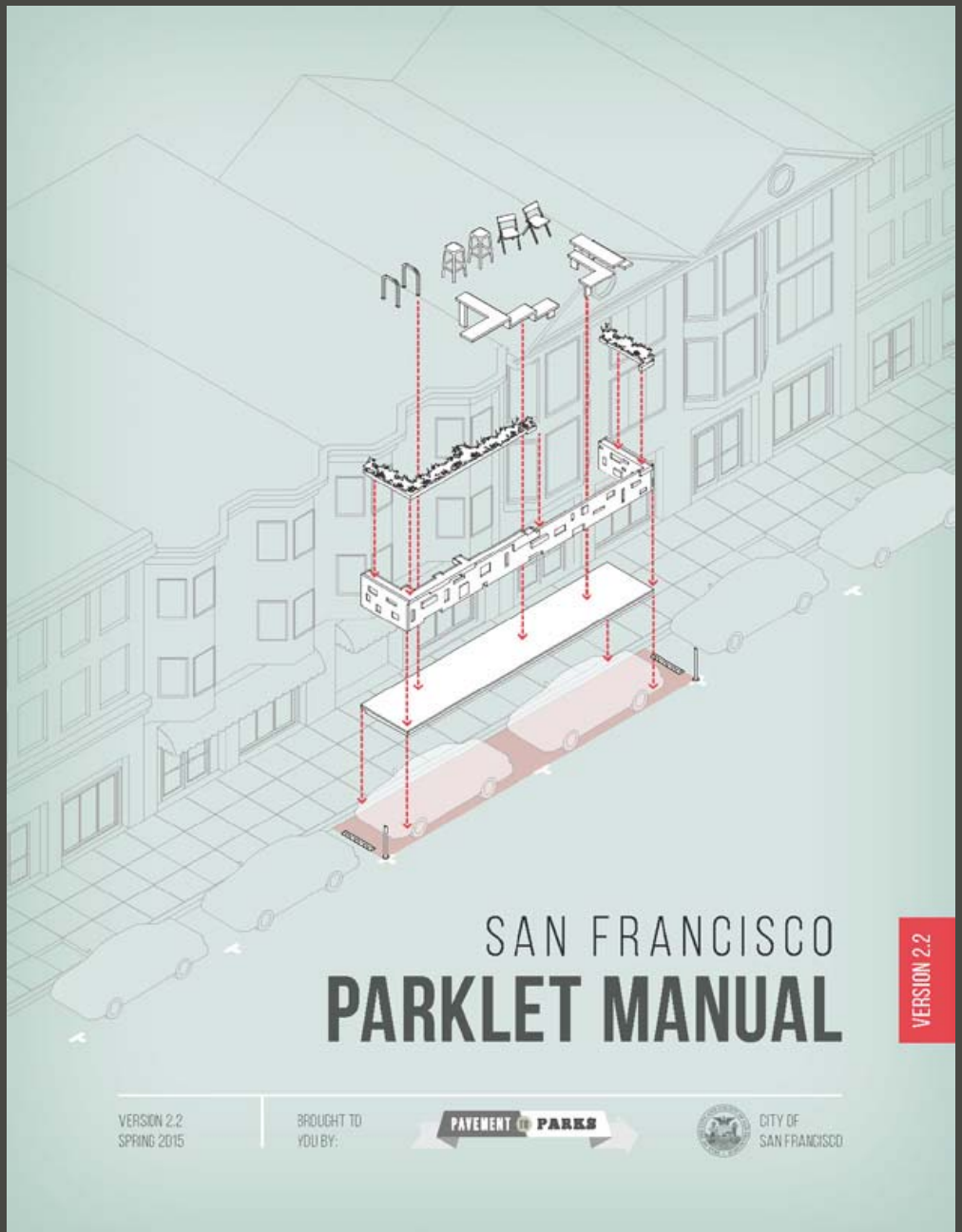
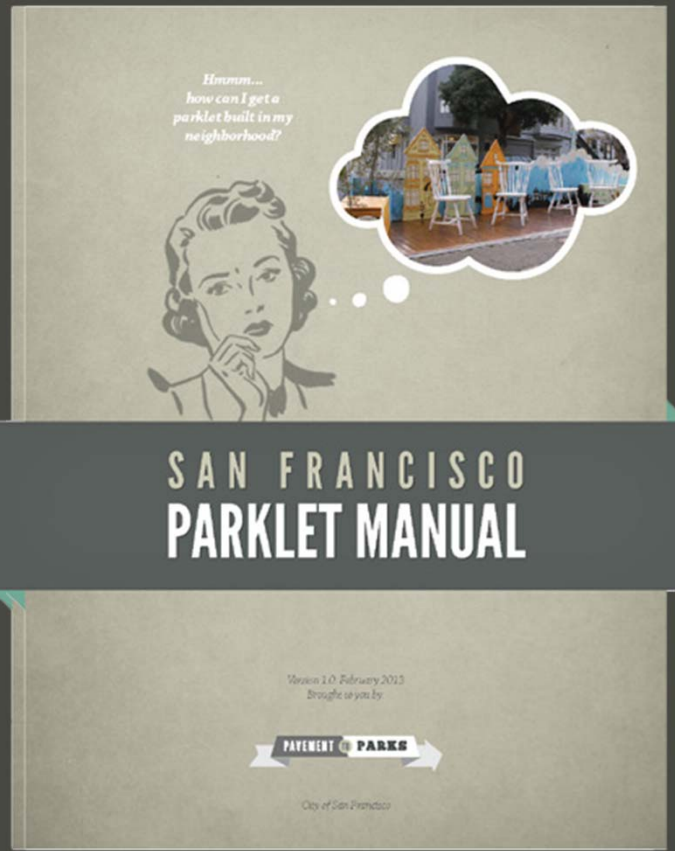
EHS Parklet Plan A



**THE
PEOPLE**



CATALYST





LIZ

INNOVATION
PRIVATE SECTOR



ACTIVATION
PUBLIC SPACE



PUBLIC GOOD
CREATIVITY

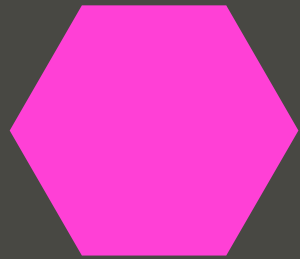


INNOVATION CAPITOL





HOW CAN WE SHOWCASE SAN FRANCISCO'S **CREATIVE THINKING**?



HOW DO WE CREATE A CULTURE OF "YES"?
HOW CAN THE BUREAUCRACY **LEARN**?



HOW CAN THE CITY BE MORE **PLAYFUL**?
DYNAMIC
ACTIVE

**HOW CAN WE BRING
PEOPLE TOGETHER?**

10

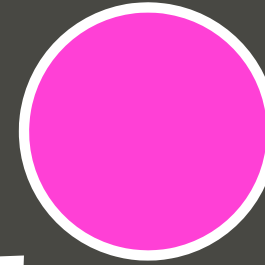
SITES

MARKET STREET

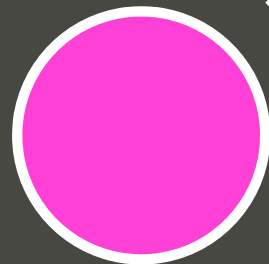


2

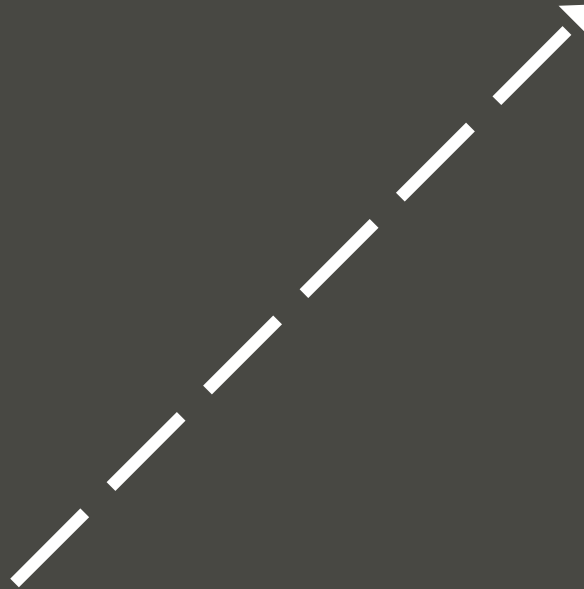
YEARS

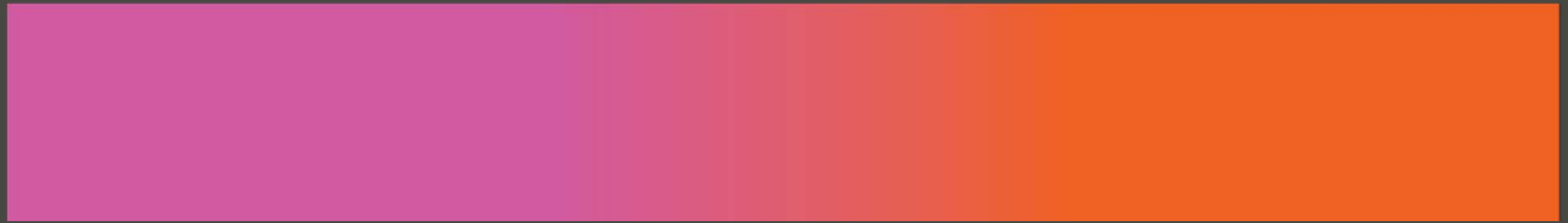


THEN



NOW (ISH)



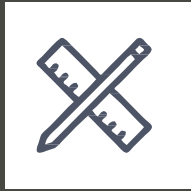


CITY

DESIGNER

COMMUNITY





CREATIVE TEAM



THE CITY



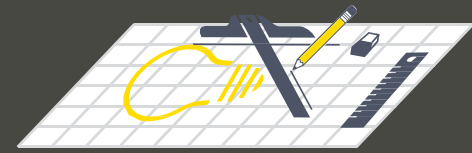
COMMUNITY TEAM

THE LIZ PROCESS

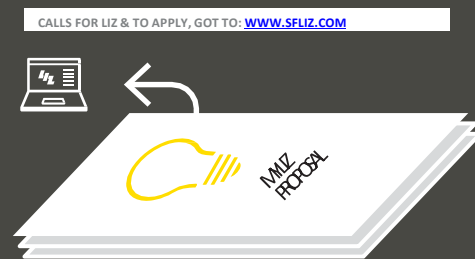
1 SITE SELECTION



4 DESIGN PROCESS



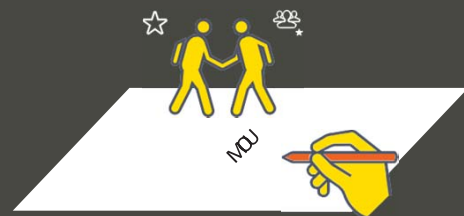
2 CALL FOR PROJECTS



5 PERMITTING

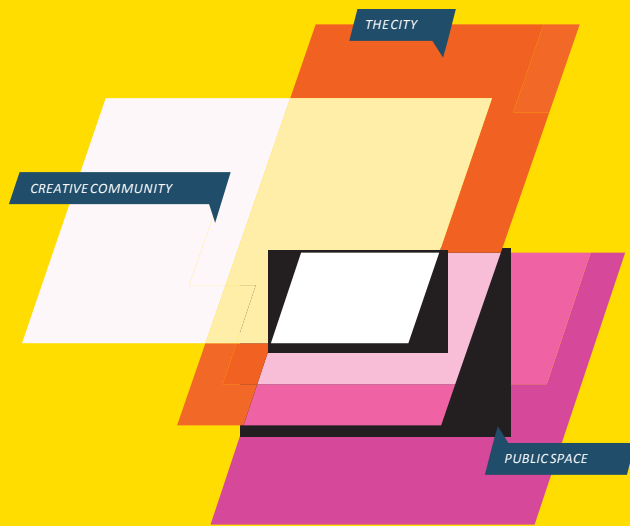


3 PARTNER SELECTION

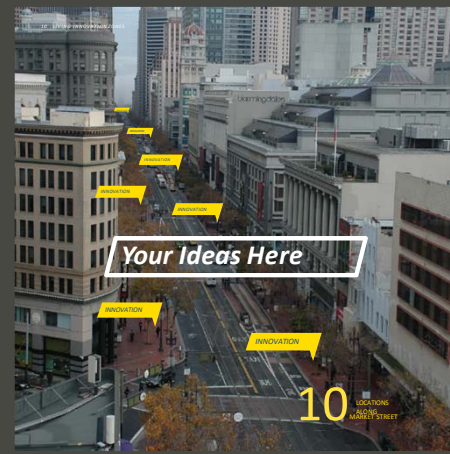


6 CONSTRUCT + INSTALLATION





LIVING INNOVATION ZONES



Where?

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

LZ 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 adaptable: easily installed, and easily modified or removed. They will be exchanged periodically to ensure a constantly engaging and dynamic Market Street.



34. LIVING INNOVATION ZONES

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 around core 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 (streets, sidewalks, landscaping, etc.).

Currently, San Francisco has 12 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, North of Market/Presidio CBD, Union Square Business Improvement District, and the Yerba Buena CBD.

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

For the LZ Program, CBDs play an important partnership role in the site selection and permitting process. The City takes on the first step in forming a partnership with a CBD by pre-approving LZ sites in the Site Selection Process. If your LZ 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 LZ installation, you will likely need to have the project reviewed by their Board of Directors.

- A Civic Center CBD**
[http://www.civiccentercbd.org](#)
- B Central Market CBD**
[http://www.centralmarketcbd.org](#)
- C North of Market/Presidio CBD**
[http://www.nomcbd.org](#)
- D Union Square Business Improvement District (CBD)**
[http://www.usbid.org](#)
- E Yerba Buena CBD**
[http://www.yerbabuencbd.org](#)



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PAUSE ON MARKET STREET

Yerba Buena Lane. Fall 2013. \$150K

The Exploratorium's Studio for Public Spaces



STUDIO 1

10th & Market . \$60K. Summer 2015

David Szlasa, Lead Artist & Curator



BLOCK BY BLOCK

6th & Market. \$65K. Fall 2015 – Summer 2016

Lead Artist Marisha Farnsworth

The Luggage Store Gallery

Hyphae Design Lab



SONIC ENGAGEMENTS

UN Plaza, Spring 2016.
\$300K. The Exploratorium's
Studio for Public Spaces





ART/LIT LIZ

Asian Art Museum, \$150K. Summer 2016

Youth Art Exchange, Asian Art Museum, Central Library

PLAZA USER INTERCEPT SURVEY

NOTES

INPUT DATA AT: [TINYURL.COM/SF-PED-INTERCEPT](http://tinyurl.com/SF-PED-INTERCEPT)

STREETNAME		SURVEYORNAME	
ADDRESSRANGE <small>(E.g. 400'S)</small>	SIDE OF STREET <input type="checkbox"/> ODD <input type="checkbox"/> EVEN	SHEET NO	OF TOTAL SHEETS
DATE	DAY OF WEEK <input type="checkbox"/> WEEKDAY <input type="checkbox"/> WEEKEND	TIME IN 	TIME OUT

	RESPONDENT 1	RESPONDENT 2	RESPONDENT 3	RESPONDENT 4	RESPONDENT 5
HOW DID YOU GET TO TODAY?					
A - ON FOOT B - BY BIKE C - TRANSIT D - TAXI	A B C D	E F G	A B C D	E F G	A B C D
E - CARSHARE F - CAR G - OTHER	E F G	A B C D	E F G	A B C D	E F G
WHY DID YOU CHOOSE THOSE MODES?					
A - FASTER B - CHEAPER	A B	C D	A B	C D	A B
C - RECREATION D - AVOID PARKING	C D	A B	C D	A B	C D
HOW LONG DID IT TAKE YOU TO ARRIVE?					
A - ≤ 5 MINS B - 5-10 MINS	A B	C D	A B	C D	A B
C - 10-30 MINS D - ≥ 30 MINS	C D	A B	C D	A B	C D
HOW OFTEN DO YOU VISIT?					
A - ONCE A DAY B - ONCE A DAY+ C - ONCE A WEEK D - ONCE A WEEK+	A B C D	E F G	A B C D	E F G	A B C D
E - SEVERAL TIMES F - PER MONTH G - VERY RARELY H - FIRST TIME	E F G H	A B C D	E F G H	A B C D	E F G H
WHAT IS THE REASON FOR YOUR VISIT?					
A - LIVE NEARBY B - WORK NEARBY C - PASSING THRU D - ERRAND	A B C D	E F G H	A B C D	E F G H	A B C D
E - SHOPPING F - DINING G - ENTERTAINMENT H - MEET FRIENDS	E F G H	A B C D	E F G H	A B C D	E F G H
WHERE DO YOU LIVE?					
CITY					
ZIP CODE					
INTERSECTION					
HOW MUCH DO YOU TYPICALLY SPEND WHEN VISITING?					
A - \$0 B - \$10 OR LESS C - \$10 TO \$20	A B C	D E F	A B C	D E F	A B C
D - \$20 TO 40 E - \$40 TO \$80 F - \$80 OR MORE	D E F	A B C	D E F	A B C	D E F

SAN FRANCISCO PLANNING DEPARTMENT

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LEARN



Shhhh . . . Quiet

How quietly can you walk this gravel path?

- Press the button to reset the scoreboard.
- Walk the path as quietly as you can.

See what you can learn about the best ways to sneak. Do you find yourself holding your breath, slowing down . . . listening more? Did the city just grow louder?



WWW.SFLIZ.COM

WWW.PARKLETS.ORG

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