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1.0 INTRODUCTION
In 2011, the Union Square Business Improvement District (“the BID”) established a series of committees that report to the BID Board. One of these committees is the Streetscapes and Beautification Committee (“the Committee”), whose mission is to identify projects to beautify and activate the public realm within the area serviced by the BID (“the district”). This report is a result of the work of the Committee and of RHAA, whose principal, Manuela King, is the chairperson of the Committee.

The district comprises 27 blocks in the downtown commercial area of San Francisco. It is roughly bounded by Market Street to the south, Kearny Street to the east, Bush Street to the north, and Mason and Taylor Streets to the west. The district includes two major civic spaces: Union Square and Hallidie Plaza. It is served by the Powell Street BART station, numerous bus lines, and the historic Powell Street cable car lines. As one of the busiest and most-visited areas in the City, the district attracts both residents and tourists year-round. The district is known for its concentration of retail shops, hotels, art galleries, cafés and restaurants, theaters and night clubs.

A number of City plans have addressed the district over the years. In 1995, *Destination Downtown: Streetscape Investments for a Walkable City* was adopted. Though outdated, *Destination Downtown* remains the most current guidelines specific to the downtown commercial districts. The *San Francisco Better Streets Plan* was adopted in 2010. *Better Streets* identifies general characteristics of major streets, urban spaces and sidewalks throughout the city; however, it does not specifically address the downtown commercial districts. Where applicable, this document references both of these plans and guidelines, as well as other useful resources.

The primary purposes of this document are as follows.

- To provide a single source for public realm improvements within the district that aim to activate and beautify the district and build its identity.
- To begin to articulate over-arching principles and aims for public realm design in the district (Section 2.0).
- To document existing conditions in the district’s public realm, from pavement and crosswalks to lighting and trees, as well as significant street furniture, such as seating, bicycle parking, and news racks (Section 3.0).
- To encapsulate existing and ongoing projects already undertaken by the Committee and outline next steps for implementation and refinement (Section 4.0).
- To identify future projects recommended within the district’s public realm and preliminary steps for their implementation, to be carried out either by the Committee or the BID over the next few years, or to be discussed with and implemented through City agencies (Section 4.0)
- To begin to develop a design manual that can be supplemented with detailed recommendations and design guidelines for property owners and operators, businesses, and the Union Square BID.

This document incorporates on-site observation, ongoing Committee work, and urban design conceptual thinking by the Committee and RHAA. It is intended to be a living document, updated on a regular basis as projects are initiated, additional information or studies are completed, or changes occur within the district.
2.0 DESIGN APPROACH

Principles and goals for public realm design in the District
The Changing City

Over the past 15 years, urban centers across the world have radically changed their approach to the public realm. City governments have moved from strict, regulated approaches to streetscapes to nimble, innovative solutions that make the streets as much about pedestrians as cars. San Francisco is one of the leaders in this approach, as seen in the Pavement to Parks program, the emerging Plaza program, and many street- and neighborhood-specific public realm planning efforts.

The Union Square District, with its heavy traffic, transit, and pedestrian use, is one of the more recent districts to become the focus of these programs. The Streetscapes Committee of the BID has taken to heart the concept of promoting the experience of the pedestrian. Through active interventions developed by the Committee, such as the Powell Street Promenade and the Winter Walk, the Committee has begun the process of reinventing the public realm of the district.

Major principles guiding public realm improvements in the Union Square district include:

- Creating inviting streetscapes that encourage walking
- Treating sidewalks as episodic experiences with places to flow and places to pull out of the flow and watch the world go by
- Balancing the experience of the car and the pedestrian by removing parking where possible to expand pedestrian zones
- Increasing opportunities for businesses to engage with the public realm, such as by enabling outdoor dining adjacent to restaurants
- Making the city a place for the unexpected—pop up events, vendors, plazas, music and art—to encourage people to move beyond their usual path to explore the city
- Promoting multiple forms of moving about, including public transit, bicycle routes, and walking
- Beautifying the public realm and establishing district identity through unified approaches to pavement, street furniture, lighting, trees and planting, and other street design elements
- Incorporating sustainable thinking

The Committee has endorsed these principles and developed a strategy to holistically look at the district for opportunities to develop both temporary and long-term solutions to add vitality to the public realm. Typically, improvements begin with inexpensive temporary pilot projects to test solutions before making long-term or permanent changes.
Heart of the District

The power center of the district is Union Square and the sections of Powell Street and Stockton Streets that connect the Square to Market Street and Hallidie Plaza. These are the busiest areas in the district with the highest volume of pedestrian traffic.

Union Square was redesigned in 2001 through a competition run by the San Francisco Prize Coalition and the City of San Francisco. The transformation created a significantly more usable, flexible public space than the previous design. The square serves as a stage for gatherings of all types, including musical performances, dance, art exhibitions, rallies and spontaneous outbursts of theater, speech, and song.

Powell Street connects Hallidie Plaza to Union Square and incorporates a pedestrian-only block at the historic cable car turn-around. North of the cable car station, a series of parklets have replaced parking along two blocks of Powell. The parklets are part of the Powell Street Promenade, a pilot project of the district. Refer to Section 4.02 for more information about Powell Street Promenade.

Three blocks of Stockton Street have been under construction for SFMTA’s Central Subway line since 2013. Winter Walk, the transformation of the construction area into a pedestrian zone during the 2014 holiday season, is another pilot project of the Committee. Refer to Section 4.03 for more information about Winter Walk and other Stockton Street projects.

Opened in 1973, Hallidie Plaza is most notable as a BART and Muni access point and home of SF Travel’s Visitor Information Center. Currently underutilized, the plaza has significant potential for activation. Refer to Section 4.01 for more information about efforts to revitalize Hallidie Plaza.

This action plan identifies as a priority study the potential long-term removal of all or some vehicular traffic on Powell and Stockton Streets between Market and Union Square. Creating a series of pedestrian-only spaces connecting Union Square to Market Street and to Hallidie Plaza will not only better accommodate heavy pedestrian use but will also enliven and amplify the energy of the district. Refer to Section 4.07.B for further discussion about this potential project.

Backstreets and Laneways

The district has multiple main arterial streets running east/west and north/south. In addition to these major arterials, there are a series of backstreets and alleys, some that are dead ends and some with through connections. Some of these backstreets have entries to businesses and some access garage entries, while others are strictly service corridors. These backstreets have the potential to be one of the most exciting urban opportunities in the district.
Similar to Claude Lane in the Financial District, the backstreets in the district could be converted to places of art, food and events, supporting the indie art and food culture of the city. They could become an alternative pedestrian network through the district, encouraging visitors to explore beyond the main streets. They could enhance the opportunities for businesses outside the core of the district. They could become notable tourist destinations and outdoor galleries.

The interventions proposed are described in Section 4.03 of this plan. Interventions begin with temporary pilot projects that could lead, eventually, to long term permanent infrastructure solutions such as repaving or replacing lighting. Ultimately it could be possible to re-grade and re-pave the backstreets with interesting paving treatments and curb-less sidewalks protected by bollards to create intriguing laneways with a pedestrian feel. In addition, the reconstruction of these streets could be a way of introducing ‘green streets’ with strong sustainable features such as stormwater treatment, full cut-off light fixtures, recycled materials and appropriate planting.

**Sidewalks and Streetscapes**

Streetscapes—the appearance of the street and particularly the sidewalk and pedestrian zones—are the connecting fabric of the public realm. They are highly visible and reflect directly on the care and quality of the urban environment. Consistent high quality streetscapes create a sense of a cared-for district and enhance the experience of the pedestrian.

Wide sidewalks on major streets allow for ease of pedestrian flow, improved sense of scale, and increased flexibility in use. They allow for outdoor cafes, bicycle parking, street furniture, street trees and other urban amenities—all those things that enliven the public realm.

The sidewalks of the district vary not only in width but in paving material. The City standard paving is utilized successfully in some areas and not in others. In many areas, non-standard concrete paving is utilized. Topping coats applied on the paving create unsightly areas that interrupt the continuity of the pavement and the pedestrian experience.

We recommend that a discussion be held with the City to address the guidelines for paving treatment, to allow for a unified, high quality paving solution. Current improvements in sustainable materials might initiate a change in the city standard paving to a more sustainable solution. Refer to Section 3.02 for further discussion.

Our inventory of existing conditions shows that other streetscape elements in the district are discontinuous and/or do not conform with City standards. As with sidewalks, street furniture such as street lighting, seating, bicycle racks, newspaper racks, trash receptacles, and so on, should be unified to increase the sense of a quality urban streetscape. Refer to Section 3.04 through 3.11.
Street trees and street planting are also inconsistent throughout the district. A street tree study with a series of planting recommendations based on City guidelines should be completed. A consistent approach to planting would be an additional way of unifying the urban environment and creating an inviting pedestrian experience. Refer to Section 3.01.

Street crossing can be hazardous with the heavy traffic and width of crossings. A discussion should be held with the City regarding suitable locations for bulb-outs, mid-block crossings, and even scramble intersections, to improve pedestrian safety. Crosswalks are an opportunity for art innovation and can be more than the traditional white stripes. Refer to Section 3.03.

**Bicycles, Public Transit and Alternative Transportation**

A well-designed public realm supports a network of alternative transportation modes. Bicycles, buses, BART, cable cars, street cars and as yet unknown forms of future transportation should be encouraged and supported within the district.

Market Street is the City’s major transit spine. Buses, street cars, BART, bike share stations and well defined bike lanes are on the street. The district should support these transit forms through adequate bicycle parking, transit stops, transit shelters, and signage.

The cable car turn-around on Powell Street is a major tourist hub. Long lines waiting for the cable car form on a daily basis. There is little seating for tourists in this area. Part of the Hallidie Plaza pilot solution proposes temporary seating at the street level to address this issue.

Elsewhere in the district, additional bicycle racks should be encouraged as part of the street furniture. Groups of racks can be located on the street by removing one parking stall. Backstreet redesign could include bicycle parking. A holistic study of the district will identify ideal locations for bicycle parking. Refer to Section 3.08.

Some of the bus stops within the district have shelters while others do not. Depending on the sidewalk width and unique circumstances, bus stops should be clearly marked with signage and/or shelters. Refer to Section 3.11.

The district will have increased access with the new Central Subway station at Union Square. This will increase pedestrian activity at an already busy corner of Stockton and Geary. Widened sidewalks, bulb-outs and seating should be reviewed with the SFMTA to ensure that these issues have been addressed.
Building Faces and Storefronts

Many buildings in the district are recognized as historic and therefore subject to historic preservation review of any changes. Diversity in architectural style and active storefronts on the street increase the sense of pedestrian interest and safety. The more businesses (and windows and doors) that open onto the street, the better for the urban environment. Long stretches of blank walls should be avoided where possible. There are stretches of these blank walls on several streets in the district, including Stockton. These areas should be studied for alternative street treatments that would improve the sense of pedestrian safety.

Activation and Gathering Spaces

One key to a successful public realm is the creation of multiple ways for pedestrians to experience public space. Streets are more than a means to get from Point A to point B. They must also be places to gather, connect with others and experience urban life.

The district has two key public plazas: Union Square and Hallidie Plaza. Seating and event spaces in the district are essentially limited to these two areas. This plan recommends evaluating ways to increase seating and event spaces in the district. One possibility is removing parking in key areas and converting to seating areas, mini-plazas or outdoor dining for restaurants (see Section 3.07). Additionally, improvements to the backstreets and laneways of the district could incorporate seating opportunities and/or event spaces to serve the district (see Section 4.03). In addition to creating new spaces for seating and events, this plan advocates for planning pop-up events in the streets incorporating food, music and art, to activate and enliven these spaces.

Public art is also an important component for activating the public realm. This plan recommends studying the potential for increasing public art throughout the district. Refer to Section 3.13 for further discussion.

Signage and Wayfinding

The district has one of the highest volume of visitors and tourists of all the neighborhoods in the city. At the same time, the signage and wayfinding program is not clear and needs significant improvement. Refer to Section 3.06 for recommendations.

Locating ‘You Are Here’ maps in key locations would significantly improve wayfinding. These could be incorporated into the JCDeceaux kiosks or on independent, freestanding signage. A major information kiosk should be located near the cable car turn around. This could potentially be located in the JCDeceaux kiosk in the vicinity.

The potential for district identity signage on existing light poles is discussed in the banner section of this plan (see Section 3.05).
Business signage is required to follow City regulations. In many cases, signs that do not meet City requirements are put on the sidewalk by businesses. These should be addressed on a case-by-case basis.

**Sustainability**

Within the public realm of the district, there are numerous ways that principles of sustainability can be implemented. Many of these would require large reconstruction or retrofit projects to incorporate. These include:

- Trash receptacles with compost and recycling options
- Street furniture with recycled material content
- Incorporation of ‘green street’ and stormwater treatment features such as infiltration planters, infiltration galleries under paving, rainwater catchment, or pervious paving
- Full cut-off light fixtures to reduce light pollution
- Sustainable plant selection and irrigation systems
- Paving materials that reduce the heat island effect and contain recycled materials
- Construction methodologies that reutilize materials on site
- Educational interpretation about sustainable practices in the district

**Process**

This action plan is not a typical planning document. It will not be submitted for review and adoption by SF Planning and the City. It will not be systematically implemented over the course of 10 years, while circumstances and public desires may change. Rather, this action plan is intended to be living document, resource and guide for the Committee and the BID. Each recommendation or project discussed in this action plan requires a tailored process for implementation. Some projects may be led by the BID while others will be led by the City, with the BID as advocate. Some projects will require stakeholder meetings and buy-in, while others will not. Some will require significant financial resources while others will only require a few meetings with key stakeholders. We hope that by viewing the plan as a living, evolving document, the BID and Committee can be more nimble and projects can be more quickly implemented with immediate, relevant input.
3.0 EXISTING CONDITIONS

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3.0 EXISTING CONDITIONS

3.01 STREET TREES

Inventory

- There are relatively few street trees throughout the district, compared to other commercial areas in the city.
- Other than on Market Street (Plane trees), there is not a unified approach to street tree species or location.
- Many of the trees in the district are planted in planter boxes; the majority of these are in fair to poor condition.
- Trees in planters do not reach a sufficient size to provide shade or create pedestrian scale.
- In-ground tree pits are often too small or narrow and do not provide enough space for water to infiltrate.
- Destination Downtown encourages in-grade street trees along all streets with sufficient sidewalk width; specific species are recommended for certain streets.
- SFDPW has issued a city-wide emergency removal order for Ficus trees.

NOTES

1. One or more trees on even (north) side of this block of Ellis are DPW-maintained.
2. Trees on odd (west) side of this block of Powell are DPW-maintained.

LEGEND

- Platanus acerfolia | London Plane
- Ficus microcarpa | Chinese Banyan
- Metrosideros excelsa | NZ Christmas Tree
- Ligustrum lucidum | Glossy Privet
- Lophostemon confertus | Brisbane Box
- Tristania laurina | Water Gum
- Tree in planter box (species varies)
- Various trees at Union Square
- To be identified (deciduous)
Discussion

Recommendations

- Assess the potential for installing more in-grade street trees throughout the district on a block-by-block basis, based on sidewalk width, and presence of existing streetscape elements, basements, and utility vaults
- Develop a street tree master plan that identifies distinct tree species in certain areas or streets within the district
- Consider developing guidelines for planter boxes in the public right-of-way, where in-ground planting is not feasible
- Develop maintenance guidelines and clearly communicate responsibilities to property owners

Benefits

- Street trees help create a pedestrian-friendly environment by providing shade and creating pedestrian-scale spaces
- Clear delineation of street trees can support wayfinding and reinforce district identity
- Street trees provide a psychological buffer between vehicles and pedestrians, especially where street parking is not present
- Street trees support a more sustainable public realm by improving air quality and reducing urban heat island effect

Considerations

- New street trees in the district must be installed and maintained by property owners
- Trees should be located and installed in accordance with SFDPW guidelines, Destination Downtown and the Better Streets Plan

References and Resources

- SFDPW provides a range of information about planting, removing, and maintaining street trees on their website
- The city maintains a map of city-maintained trees on the SF Open Data website under “City Infrastructure”
- Destination Downtown: Streetscape Investments for a Walkable City, adopted 1995
- San Francisco Better Streets Plan, adopted 2010
3.02 SIDEWALK PAVEMENT

Inventory

- The City’s standard for sidewalk pavement throughout Downtown is integrally-colored dark gray concrete with silica carbide grains (“sparkle concrete”) and a 3’ square scoring pattern
- The City’s standard for paving along Market Street and connecting blocks is brick; this is the only area in the district that is intended to have brick pavement
- There are a patchwork of paving materials in the district, in addition to the city-standard concrete: non-standard concrete (natural gray or colored), painted or coated concrete, and brick
- Painted or concrete surfaces do not wear well and in many places are peeling to reveal the concrete below
- Property owners are responsible for installation and maintenance of pavement; DPW permit required
Discussion

Recommendations
- Make sure property and business owners are aware of city standards for pavement
- Encourage City to enforce standards during the permit process
- Use sparkle concrete as the sidewalk treatment on all public sidewalks in the district, except in special areas, until a different standard is identified
- Use specialty brick paving only along Market Street and on blocks that connect to Market Street, until a different standard is identified
- Identify areas where or non-standard paving may be appropriate, such as plazas
- Establish a standard for paving pedestrian backstreets (refer to Section 4.03)
- Develop a standard color for coatings, where they are necessary, and discourage use of pavement coatings where they are not necessary
- Keep this inventory diagram up to date, to inform ongoing Committee efforts

Benefits
- A clear hierarchy of uniform sidewalk pavement is a key element in creating a cohesive public realm
- Changes in pavement within a generally uniform system can support wayfinding and reinforce district identity

Considerations
- The city standard sidewalk does not meet commonly held standards for reducing urban heat island effect; consider working with the city to establish a new standard that has a clear identity while meeting sustainability principles

References and Resources
- Specifications for the city standard concrete mix are available from SFDPW
- The city provides the results of street and sidewalk evaluations on the SF Open Data website
- Destination Downtown: Streetscape Investments for a Walkable City, adopted 1995
- San Francisco Better Streets Plan, adopted 2010
3.03 CROSSWALKS

Inventory

- There are three main types of crosswalks within the district: standard, two-stripe crosswalks; high-visibility crosswalks in a variety of patterns; and crosswalks delineated by special paving treatments.
- The standard crosswalk treatment at Market Street is a special, distinct paving treatment.
- Otherwise, the most common sidewalk treatment is the standard, two-stripe crosswalk.
- Most of the crosswalks in the district are severely worn.
- None of the crossings at backstreets or alleys in the district have crosswalks, even those with through traffic.
Discussion

Recommendations
- Given the high volume of traffic in the district, particularly around Union Square, consider re-striping worn crosswalks and/or installing more high-visibility crosswalks
- Consider adding mid-block crossings in key areas
- Consider adding scramble crosswalks and high-volume intersections
- Consider identifying special areas, such as the four corners of Union Square, to install crosswalks with a distinct (and highly visible) paving treatment
- Keep this inventory diagram up to date, to inform ongoing Committee efforts

Benefits
- Crosswalks are a critical element in creating a safe and appealing environment for pedestrians

Considerations
- Crosswalk studies and determinations should be coordinated closely with SFMTA

References and Resources
- The city provides the results of street and sidewalk evaluations on the SF Open Data website
- Destination Downtown: Streetscape Investments for a Walkable City, adopted 1995
- San Francisco Better Streets Plan, adopted 2010
3.04 STREET LIGHTING

Inventory

- There are at least 10 different types of street light poles and fixtures found throughout the district.
- The predominant fixture in the district is Type 1, identified as “Golden Triangle”; Destination Downtown identifies this as the standard fixture for the Union Square district.
- The second most common fixture, Type 2, is a typical cobra head; according to Destination Downtown, cobra head fixture are not permitted in the Union Square district.
Discussion

Recommendations

- Work with SFPUC and Planning to conduct a study of lighting in the district
- Use the historic Golden Triangle (Type 1) as the standard street light for the district
- Cobra head fixtures should not be used in the district
- Pedestrian scale lighting should be installed in alleys; building mounted lighting is preferable in narrow areas
- Encourage property and business owners to install light poles or building face lighting
- Study building facade lighting to add ambience to streets
- Keep this inventory diagram up to date, to inform ongoing Committee efforts

Benefits

- Improves safety for pedestrians at night
- A clear hierarchy of street lighting will reinforce district identity

Considerations

- Light poles in the city are owned either by SFPUC or PG&E.
- Street lights in the public right of way must be approved by SFDPW
- Destination Downtown and Better Streets provide guidelines for the location of fixtures within the streetscape
- The standard light fixture does not meet commonly held standards for reducing light pollution, such as LED lamping and full cut-off design; consider working with the city to establish a new uniform standard that meets sustainability principles

References and Resources

- Call 311 to determine ownership of specific light posts
- Destination Downtown: Streetscape Investments for a Walkable City, adopted 1995
- San Francisco Better Streets Plan, adopted 2010
3.0 EXISTING CONDITIONS

3.05 BANNERS
Inventory

- Banner display is patchy throughout the district
- Banners attached to light poles are permitted and encouraged along Grant Avenue, Post Street, Powell Street, Maiden Lane, and Campton Place in the district (per Destination Downtown); banners were found on other streets during our inventory
- Banners attached to buildings are permitted along Grant Avenue, Kearny Street, Stockton Street, Powell Street, Post Street, Geary Street, and in all alleys (per Destination Downtown); no such banners were noted during our inventory
Discussion

Recommendations
• Develop a banner program as a method for reinforcing district identity
• If banners are not an option for identity program, consider developing another post-mounted sign as identity piece

Benefits
• Banners add color and visual interest to the streetscape

Considerations
• Light pole banners on city streets should adhere to city standards and must be permitted by SFDPW
• Light pole banners at Union Square Park and Hallidie Plaza are managed by SFTravel
• Banner installation must comply with SFPUC and PG&E requirements for safety
• In the past, it has been difficult to gain approval for banners on the historic light poles (which are the standard light pole in the district)
• Banner content is restricted to non-profit, cultural, promotional, or civic organizations
• Other alternate uses of light poles, such as hanging baskets and holiday decorations, are permitted by the pole owners, which include SFPUC and PG&E

References and Resources
• Ownership of light posts can be determined by calling 311
• Destination Downtown: Streetscape Investments for a Walkable City, adopted 1995
• San Francisco Better Streets Plan, adopted 2010
3.06 SIGNAGE AND WAYFINDING

Inventory

- There is little to no signage reinforcing district identity or providing wayfinding within the district
- Post-mounted directional signage is located along Market Street; however this signage is in poor condition
- A new post-mounted directional sign with map is located at Sutter and Grant
- SF Travel’s Visitor Center is difficult to locate in Hallidie Plaza
- The public toilet at Union Square displays a large area map; maps are also posted at most Muni shelters
Discussion

Recommendations
- Connect with the city regarding their efforts to improve wayfinding on a city-wide basis, to understand how that may inform the district’s plans
- Develop a strategy for improving wayfinding and identity signage in the district
- Improve signage in and around Hallidie Plaza, directing visitors to the SF Travel office
- Keep this inventory diagram up to date, to inform ongoing Committee efforts

Benefits
- Clear wayfinding will help attract and retain visitors to the district
- Identity signage will demarcate the district and reinforce its identity

Considerations
- SFMTA is developing a city-wide wayfinding system
- Signage and other wayfinding fixtures in the public right of way must be permitted by SFDPW

References and Resources
- Destination Downtown: Streetscape Investments for a Walkable City, adopted 1995
- San Francisco Better Streets Plan, adopted 2010
3.07 BENCHES, PARKLETS & SEATING

Inventory

- The majority of seating in the district is found in Union Square, mostly in the form of seatwalls, seatsteps, and cafe seating.
- Cafe seating is also available in Hallidie Plaza; however, this is located below street level and associated with a cafe.
- Parklets along Powell street also provide a limited amount of seating in the district.
- Otherwise, there are very few benches or opportunities to sit within the district.
Discussion

Recommendations

• Develop a consistent approach to bench locations and style
• Identify critical areas for seating
• Work with SFMTA to identify appropriate locations for to convert parking to parklets that provide seating
• Work with property and business owners to increase the placement of benches throughout the district, as appropriate
• Keep this inventory diagram up to date, to inform ongoing Committee efforts

Benefits

• Provides places for people to sit and pause in the public realm
• Enables more mobility for elderly and disabled individuals
• Strong, clear identity for the district when benches are uniform

Considerations

• The city encourages location of benches in the public right-of-way along Grant, Powell, Stockton, Geary, Post, and Kearny streets (per Destination Downtown)
• Benches may be located along the building edge, outside of the public right-of-way, on any street
• Bench encroachments are must be permitted by SFDPW
• Parklets are
• Destination Downtown and Better Streets provide guidelines for the location of benches within the streetscape

References and Resources

• The city’s Pavement to Parks program facilitates the conversion of streets to parklets
• San Destination Downtown: Streetscape Investments for a Walkable City, adopted 1995
• San Francisco Better Streets Plan, adopted 2010
3.0 EXISTING CONDITIONS

3.08 BICYCLE PARKING

Inventory

- Most of the bike racks in the district are single racks located next to the curbs
- It is common to find bikes chained to a tree or a parking meter
- Most of the bike racks are located along Market street, which has a bike lane, or Sutter and Post, which are designated bike routes
- There are two Bay Area Bike Share locations in the district, one at West Hallidie Plaza and one at Powell and Post Streets
Discussion

Recommendations

• Develop a district-wide approach to bicycle parking
• Consider converting parking spaces in key locations to bicycle parking (refer to Section 3.14)
• Racks should be the city standard inverted “U” rack, unless another standard is identified for the district
• Consider design of specialty bike racks in key areas
• Consider adding more bike racks and parking in key areas
• Keep this inventory diagram up to date, to inform ongoing Committee efforts

Benefits

• Cycling is a popular form of transportation in the city; improved amenities for cyclists will attract residents who cycle to the district

Considerations

• Bicycle racks must be permitted by SFDPW
• Destination Downtown and Better Streets provide guidelines for the location of bike racks within the streetscape

References and Resources

• The city provides a map of bicycle parking on the SF Open Data website
• Destination Downtown: Streetscape Investments for a Walkable City, adopted 1995
• San Francisco Better Streets Plan, adopted 2010
3.09 NEWSPAPER RACKS

Inventory

- The majority of newspaper racks within the district meet the city standard
- Most of the racks were observed to be empty, disused and, often, vandalized
- Anecdotally, Committee members have observed newspaper racks being used as lockers and for illicit activities
- Newspaper racks are owned and operated by Clear Channel; as part of the agreement, racks should be removed when they are underutilized
**Discussion**

**Recommendations**
- Work with SFPDPW to understand the required utilization of newspaper racks
- Conduct an inventory to determine which racks are underutilized and provide list to DPW
- Discourage use of non-standard newspaper racks
- Keep this inventory diagram up to date, to inform ongoing Committee efforts

**Benefits**
- Removal of underutilized newspaper racks will de-clutter the streetscape and improve safety

**Considerations**
- Standard newspaper racks are owned and operated by Clear Channel, who primarily uses them for advertising revenue

**References and Resources**
- *Destination Downtown: Streetscape Investments for a Walkable City*, adopted 1995
- *San Francisco Better Streets Plan*, adopted 2010

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*Standard newspaper rack on Market Street*

*Non-standard news rack*

*An empty newspaper rack*

*Newspaper rack advertisement*
3.0 EXISTING CONDITIONS

3.10 TRASH RECEPTACLES

Inventory

- There are three standard trash receptacles in the district: one for Market Street, one for the greater district, and one for Union Square
- A few non-standard trash cans were found throughout the district
- Market Street standard trash receptacle were found in areas of the district beyond Market Street
- Trash receptacles are maintained by DPW
Discussion

Recommendations
- Develop a new standard for trash receptacles throughout the district
- Choose receptacles for both recycling and trash
- Coordinate selection with Recology and/or other collection services
- Choose receptacles that are easy to service but difficult for the others to remove trash from
- Consider district branding on receptacles
- Periodically update this inventory diagram, to inform ongoing Committee efforts

Benefits
- Standardizing receptacles adds to the urban design cohesion of the district
- Standardizing receptacles makes servicing easier
- New receptacles can discourage “trash picking”

Considerations
- This project will need to be coordinated with the City, as most receptacles in the district are city-owned

References and Resources
- Destination Downtown: Streetscape Investments for a Walkable City, adopted 1995
- San Francisco Better Streets Plan, adopted 2010
3.0 EXISTING CONDITIONS

3.11 TRANSIT & TRANSIT STOPS

Inventory

- BART and Muni train lines running under Market Street serve the Powell Street station
- Muni bus routes run on nearly every street in the district. Stops are fairly evenly divided between those with shelters and those without. Most stops without shelters are marked by signage on a nearby light post; however some do not have signs at all and are instead demarcated by route numbers painted on the sidewalk
- A key cable car line runs down Powell Street, terminating in a turn-around at Hallidie Plaza. Cable car stops are indicated by a signpost
Discussion

Recommendations
• No specific action is recommended; this diagram and data is provided as a reference and should be updated as service routes and stops change.

Benefits
• San Francisco residents and individuals working in the district may rely on transit to get to the district.
• A well-connected transit network may mean fewer cars passing through the district or requiring parking within the district.

Considerations
• Control of transit routes, stop locations, signage and structures it outside the purview of the BID.
• Location of transit stops and structures should be considered when making recommendations or changes to existing streetscape.

References and Resources
• The city maintains a map of transportation routes and stops on the SF Open Data website.
• Destination Downtown: Streetscape Investments for a Walkable City, adopted 1995.
• San Francisco Better Streets Plan, adopted 2010.
3.12 VENDOR KIOSKS

Inventory

- There are several types of vendors in the district:
  - Food vendors are permitted by SFDPW
  - Flower vendors are permitted by the Board of Supervisors through a highly political program
  - Art and craft vendors are licensed by the SF Arts Commission through the Street Artists Program
Discussion

Recommendations

• Develop a standard design for kiosks and stands for each vendor type
• Study incentives and other methods for encouraging implementation of the standard design by vendors and artists
• Work with SFDPW to develop standards and a strategy for future food vendor permits in the district
• Kiosks should be studied for removal
• Keep this inventory diagram up to date, to inform ongoing Committee efforts

Benefits

• Standard design will ensure a basic standard of quality and appearance among kiosks in the district
• Standard design will contribute to a more unified and attractive streetscape

Considerations

• Kiosks should have minimum design standards and occupancy requirements
• Pop-up kiosks and stands may be acceptable for certain events and/or locations
• Flower vendor kiosks are “historic”, and tied to a specific location
• Food vendor kiosks are paid for and provided by vendors
• Artist displays are provided by artists; however the requirements for these displays are established by the SF Arts Commission

References and Resources

• The city maintains a map of permitted street vendors on the SF Open Data website
• Destination Downtown: Streetscape Investments for a Walkable City, adopted 1995
• San Francisco Better Streets Plan, adopted 2010
3.13 PUBLIC ART

Inventory

- The district has a high concentration of art galleries and dealers compared to other neighborhoods in the city.
- However, the public realm of the district does not reflect its identity as an art destination; displays of public art are few and far between, concentrated primarily at Union Square.
Discussion

Recommendations
- Work with strong local organizations such as Intersection for the Arts, Academy of Art and Black Rock Foundation to form a sub-group to work with the Committee
- Develop a Public Art Masterplan for the district
- Develop a program for art in the district’s backstreets and laneways (refer to Section 4.03)
- Work with property owners to coordinate art locations
- Work with gallery owners and art institutes in the district to develop artist and funding recommendations
- Develop associated art events, such as monthly outdoor gallery walks, and an art guide to the district
- Keep this inventory diagram up to date, to inform ongoing Committee efforts

Benefits
- Art could be an activator of underutilized or neglected spaces, such as the backstreets and laneways
- Art could encourage visitors in the main streets of the district to explore other parts of the district
- A robust public art program could enhance the district as a destination both locally, nationally an internationally

Considerations
- Many large-scale projects in the district are subject to the Percent for Art policy. The BID should coordinate with all new projects to advocate the use of these funds or fees to support public art in the district.

References and Resources
- The city maintains data about public art and public murals on the SF Open Data website
- Destination Downtown: Streetscape Investments for a Walkable City, adopted 1995
- San Francisco Better Streets Plan, adopted 2010
3.14 PARKING

Inventory

- The majority of the parking on the main streets of the district is designated for metered commercial loading
- At the edges of the district there are pockets of 2-Hour and Motorcycle metered parking
Discussion

Recommendations
- Identify potential areas to remove parking that could enhance the pedestrian experience
- Identify potential areas to remove parking to create space for bicycle parking
- Work with the appropriate city department(s) to discuss these areas
- Keep parking diagram updated as parking policies change
- Periodically update this inventory diagram, to inform ongoing Committee efforts

Benefits
- Parking is necessary for business but the majority of parking by visitors to the district is housed in parking structures. Curbside parking could be reserved for drop-off and commercial loading. This would allow for wider sidewalks, parklets, or other pedestrian improvements.

Considerations
- Coordinate with the City and adjacent property and business owners to study parking removal.

References and Resources
- The city maintains data and maps about parking on the SF Open Data website
- Destination Downtown: Streetscape Investments for a Walkable City, adopted 1995
- San Francisco Better Streets Plan, adopted 2010

2-Hour Metered Parking

15- or 30-Minute Metered Parking

Commercial Loading

Metered Motorcycle Parking
4.0 PROJECTS & OPPORTUNITIES

4.01 Powell Street Promenade
4.02 Activating Hallidie Plaza
4.03 Laneways & Backstreets
   A. Campton Place (Pilot Project)
   B. Harlan Place (Pilot Project)
   C. Harlan Place West
   D. Tillman Place
   E. Ashburton
   F. Robert Kirk Place
   G. Maiden Lane
   H. Bagley Place
   I. Elwood Street
   J. Derby Street at Mason
   K. Derby Street at Taylor
   L. Isadora Duncan Lane
   M. Anson Place
   N. Timothy Pflueger Place
   O. Burritt Street
4.04 Central Subway Projects on Stockton Street
4.05 Market Street
4.06 JCDecaux Kiosks
4.07 Future Projects
   A. Gateways to the District
   B. Stockton and Powell Streets
   C. Mason Street: Café Street
   D. Grant Avenue: Gallery Street
   E. Long Term Traffic Studies
   F. Event Programming in Public Spaces
   G. Street Furniture
   H. Mobile Food Opportunities
   I. Vendor Kiosks
   J. Vendor Permitting
4.01 POWELL STREET PROMENADE
4.01 POWELL STREET PROMENADE
Context and Existing Conditions

Existing Conditions Before Parklets
Powell Street is one of the busiest pedestrian corridors in the District. It connects the cable car turnaround, Hallidie Plaza, and the BART/Muni Station to Union Square. In 2011, the BID initiated a pilot program to study the removal of parking spots on Powell Street and its effect on the pedestrian flow during the holiday season. This pilot project was limited to temporary barricades along the street. Due to the limited length of the pilot project installation and the high curb height, the pilot project did not have strong results.

The Committee identified the potential for a ‘temporary’ solution to activate the pedestrian realm along Powell Street, called the Powell Street Promenade. The committee proposed a series of sidewalk extensions with seating and planting that elevated the expanded walkway to be flush with the sidewalk. The committee reviewed this concept with multiple City agencies, local property owners and businesses, and received strong support.

Following the approval of the conceptual approach, AUDI stepped forward as a sponsor for the promenade. Audi hired Hood Design Studio to refine the design concept to reflect Audi’s use of aluminum in their automobiles. It replaces nearly 4,500 square feet of street parking with pedestrian space. The promenade opened in 2011 with a 5-year time frame.

Goals
- Enhance the pedestrian identity of the district
- Accommodate the heavy pedestrian traffic on Powell Street between Market Street and Geary Street
- Provide opportunities for seating along Powell Street

Post Occupancy Evaluation
- The final built design included significantly less seating area than the original concept and planters not intended for seating are being used as benches
- The restriction of not allowing adjacent restaurants to move dining tables out to the promenade limits the sense of activation on the street
4.0 CURRENT & FUTURE PROJECTS

4.01 POWELL STREET PROMENADE

Early Design Concept

Schematic plan by RHAA assessing how parklets can accommodate service and other access requirements.
Early Design Concept

Illustrative rendering by RHAA

Illustrative section by RHAA
4.0 CURRENT & FUTURE PROJECTS

4.01 POWELL STREET PROMENADE
 Implemented Project

(Photo by Jacqueline Souchon, http://geneline.blogspot.com)

(Photo courtesy of Audi)
Next Steps

- Start process with SF Planning to study long-term solutions, whether permanent removal of parking to allow sidewalk widening, or removal of all vehicular traffic with the exception of cable cars and emergency vehicles, or returning to original street profile.
- If a solution cannot be achieved before the expiration of the Promenade pilot project in 2016, seek an extension of the project to allow time to develop long-term solution.
- This project will require extensive outreach, traffic studies, environmental reports and civil engineering. The planning process is likely to take at least a year and should begin immediately.
4.02 ACTIVATING HALLIDIE PLAZA
4.02 ACTIVATING HALLIDIE PLAZA
Context and Existing Conditions

Terraced gardens

Underutilized mezzanine, crowded with pigeons

Tunnel connects east and west plaza, SFTravel office

BART entrance
Project Overview

Hallidie Plaza is an important space in the fabric of the District. It has the potential to become one of the most vibrant and exciting public spaces in the city. It is the gateway to the city for over 7 million visitors a year who arrive from the airport via BART. It houses the Visitor Information Center, which receives over 350,000 visitors a year. Yet, in its current state, it does not portray San Francisco as a city that values its public spaces.

A group of volunteers, including landscape architects, architects, engineers, graphic designers, operations managers, city representatives, and stakeholders developed a vision for Hallidie Plaza to transform it from a neglected, underutilized space to an active, exciting public plaza. The initial redesign process for the plaza was tied to the anticipated America’s Cup Race in 2012. Design ideas for the plaza transformed it into a central gathering space for visitors to view the race from larger monitors.

Although the America’s Cup project was not realized, it solidified a broad basis of support for activating the plaza. Part of the Committee’s ongoing work is to develop long term solutions for the Plaza. Currently, the Committee is preparing a proposal to activate the plaza with small-scale, mobile food and retail vendors, as well as seating solutions on the mezzanine level. The plan is intended to be a short-term temporary ‘fix’ until a long term permanent solution can be developed.

Site Opportunities

- Central location makes it a natural gathering place
- First experience for many tourists
- Heavy pedestrian use at street level
- Sunny and protected from wind
- Visitor center is natural destination
- Gateway to City and Union Square District
- Centralized regional transportation hub
- 350,000 annual visitors to SFTravel’s Visitor’s Information Center
- Annual transportation riders at Powell Street Station (based on weekday data):
  - BART: 7,176,520
  - Muni: 6,536,140
  - Cable Car: 2,439,840

Site Issues

- ADA access is limited
- Visibility from street into space is obstructed
- Limited pedestrian access
- Limited seating
- Poor signage
- Social issues
- Tunnel dark and uninviting
- Visitors center entrance not easily located
- Lack of activity in space
- Elevator blocks views

Location Plan Upper Hallidie Plaza
4.02 ACTIVATING HALLIDIE PLAZA

Early Design Concept

Design Goals

- Activate Hallidie Plaza
- Create positive reasons for entering and for staying
- Provide continuous access from top to bottom
- Utilize grade changes to create outdoor terraced seating
- Develop space that supports a wide range of activities
- Allow for performances, rotating art exhibits, seating
- Provide infrastructure and space for vendors for food and other items
- Improve visibility to Visitors Information Center
- To create interim improvements until permanent design solution is developed
Early Design Concept

Illustrative rendering by RHAA of the transformed east plaza

Section by RHAA illustrating transformation of the mezzanine and terraced gardens into viewing platforms
4.02 ACTIVATING HALLIDIE PLAZA

Early Design Concept

Illustrative rendering by RHAA of east plaza from Market Street

Illustrative rendering by RHAA illustrating how the internally lit viewing platform glows at night
Early Design Concept

Illustrative sketch by RHAA of light artwork in the tunnel connecting east and west plazas

Illustrative rendering by RHAA of the west plaza -- terraced gardens are transformed into a coffee shop with cafe seating above
Part of the committee’s role in studying options for Hallidie Plaza include developing a retail plan. The plan is comprised of three phases. Phase 1 will be a pilot project to determine the effectiveness of adding vendors and determining next steps to improve the plan and add more retail vendors to the plaza. Phase 2 will build on the successes of Phase 1 through expansion. Phase 3 will leverage the successes of Phases 1 and 2 to integrate additional seating and modifications to plaza design to facilitate increased activation.

**Phase 1**
- Phase 1 utilizes modular kiosks to create cost effective and flexible units to house a variety of different types of vendors
- The modular kiosks are designed to be moved easily in and out of the plaza and are lockable
- The kiosks are designed to be folded up to 4’x10’ so they can be stored easily
- Since the kiosks are small there will be space for additional features such as food trucks and additional retail tents
- The mix of retail and food trucks should activate the plaza and encourage people to return

Study and diagram by Gensler
Proposed Retail Activation Plan

Phase 2

- Phase 2 comes after a successful trial of Phase 1
- Phase 2 will incorporate results and lessons learned from Phase 1 to create a more vibrant and active retail space
- This phase will include expansion into the west side of the plaza
- By expanding into the west side the plaza a visual and physical connection will be created linking the two sides
- A potential design for this phase would be adding higher-end structures, such as shipping containers

Study and diagram by Gensler
4.02 ACTIVATING HALLIDIE PLAZA

Proposed Retail Activation Plan

Phase 3
- Phase 3 will build upon the lessons learned from the previous two phases
- Phase 3 will involve larger, more permanent kiosks for vendors including shipping containers and other free standing structures
- This phase will also include movable furniture to provide flexible options for users to gather and foster social interaction
- The mezzanine level of the east plaza will be converted to seat steps both to create seating and gathering spaces and to mitigate the negative uses present in the existing space
- The mezzanine level of the west plaza will be converted to street grade deck with cafe seating
Proposed Retail Activation Plan

Illustrative rendering by RHAA of the east plaza from Market Street
4.03 BACKSTREETS & LANEWAYS
4.03 BACKSTREETS & LANEWAYS

Backstreets in the District

There are 14 distinct backstreets or alleys throughout the district. Often underutilized and neglected, these public right-of-ways present an opportunity to create unique destinations throughout the district. The Streetscape Committee’s Backstreets Program looks at how art, food and temporary events could transform these spaces and enliven the district (refer to Project Overview). The following pages describe potential pilot projects and provide a quick analysis of the potential for each backstreet in the district.
Project Overview

Goals
• To increase pedestrian traffic to outer parts of the district
• To increase street vitality and activation
• To create a distinct ‘vibe’ around food and art in the district
• To clean up and activate underutilized areas and discourage illicit activities

Design Approach
• Near existing bars or restaurants, utilize moveable cafe seating and temporary street closures during key hours to activate the street
• Utilize art installations in a variety of formats—murals, installations, projections—to enliven spaces and build on the district’s art identity
• Where feasible, provide the infrastructure necessary to accommodate temporary events, such as food trucks or concerts

Additional ideas
• Develop gallery maps and relationships with galleries to foster the backstreets as outdoor galleries
• Change out art exhibits three to four times a year
• Develop a 1st Thursday gallery walk program
• Work with programming consultant to program events in backstreets
• Encourage adjacent businesses, especially restaurants and retail, to open onto and engage their backstreets
• Consider permitting micro-vendor shops where appropriate

Implementation Steps
• Beginning with Campton Place and Harlan Place, develop a pilot program to test an approach to backstreet activation
• Meet with SF Planning and SFPDW to determine criteria, restrictions, and process
• Meet with adjacent business and property owners and other stakeholders to present thoughts and gauge level of interest and involvement
• Meet with gallery owners, SF Academy of Art, SF Art Institute and others to discuss outdoor art opportunities
• Meet with programming consultant to discuss event programming
• Meet with mobile food vendors to discuss options
• Develop design plan for near-term, low-cost physical improvements, such as lighting and paving treatments
• Raise funds for pilot projects
• Conduct pilot projects
• Assess success and begin process for additional backstreet activation and long-term physical improvements
4.03.A CAMPTON PLACE
Context and Existing Conditions

Bottleneck discourages cut-through traffic

Existing hotel and restaurants face onto Campton Place

Blank walls are a potential canvas for murals
Proposed Pilot Project

Campton Place is a backstreet connection between Stockton Street and Grant Avenue, located mid-block between Sutter and Post Streets. The street currently has service to multiple businesses, metered and commercial parking spaces, and two restaurants (one occupied and one vacant) that face onto the street.

The street has high potential as an active pedestrian way due to its location and the businesses that open onto the street. Taj Campton Place Hotel has the potential for an outdoor dining component adjacent to its indoor restaurant. The two other restaurants on Campton Place could also expand outdoor seating to activate the space. Multiple blank walls are available as outdoor galleries. Due to the use of the street as service for businesses, it would be necessary to either maintain an open service lane or restrict service vehicles between certain hours.

Goals

- Activate Campton Place as a pedestrian environment

Design Approach

- Encourage and provide spaces for outdoor dining from adjacent restaurants
- Study opportunities for art
- Study temporary inexpensive paving treatments
- Study festival or art lighting
- Study optional greening of street
- Consider mobile food on one evening a week
- Consider combining with other potential weekly events – art nights, music nights, etc.

Implementation Steps

- Meet with SF Planning and DPW to determine restrictions and process
- Meet with adjacent property owners to determine level of interest
- Meet with Recology and others to determine service requirements
- Develop design plan for pilot project
- Develop cost estimate for pilot project
- Take plans through approval and local stakeholder process
- Implementation can be approached through three phases (see diagrams)
- Project can be done at the Streetscape Committee level

Illustration of potential art installation in Campton Place

Example of a parklet that converts space into the street into seating (photo from SF Planning)
4.03.A CAMPTON PLACE

Proposed Pilot Project

The following schematic studies show one potential approach to activating Harlan Place.

Phase 1 (below)

1. Parklets extend the pedestrian zone beyond the existing curb, with cafe seating adjacent to restaurants
2. Festival or art lights strung across alley
3. Art installation on wall with high visibility from Stockton Street
4. Art installation on wall above club
5. Decorative painted treatment on paving identifies space as primarily pedestrian zone

Phase 2 (top right)

Includes 1-5 from phase 1 and introduces:
1. Prohibit vehicular access between the hours of 10am - 2pm and 4pm - 8 pm
2. Food Trucks

Phase 3 (bottom right)

1. Remove curbs and introduce bollards for pedestrian walkways. Limit vehicular traffic to special access only during delivery hours.
2. Special pedestrian paving in entire alley
3. Cafe seating throughout alley during pedestrian only hours
4. Food Trucks
5. Festival or art lights strung across alley
6. Art installation on wall with high visibility from Stockton Street
7. Art installation on wall above club

Phase 1 (Near-Term Transformation)

![Concept plan by RHAA](image-url)
Proposed Pilot Project

Phase 2 (Programming)

Phase 3 (Long-Term Transformation)
4.03.B HARLAN PLACE
Context and Existing Conditions

Dumpsters clutter the alley
Proposed Pilot Project

Harlan Place is a backstreet connection between Grant Avenue and Bush Street. The street is L-shaped and one leg of the street is currently used as outdoor dining by the Irish Bank. The other leg is relatively wide and has multiple dumpsters on it. A wine bar and the back side of Café de la Press have service entrances onto the street as well as adjacent retail businesses.

The street has high potential as an active pedestrian way due to its location and the businesses that open onto the street. The Irish Bank has the potential to expand its outdoor seating area at the far end of Harlan Place. The wine bar and Café de la Press could also develop additional outdoor seating. There is a large blank wall ideal for art at one end of the street. Due to the use of the street as service for businesses, it would be necessary to either maintain an open service lane or restrict service vehicles between certain hours.

Goals
• Activate Harlan Place as a pedestrian environment

Design Approach
• Encourage and provide spaces for outdoor dining from adjacent restaurants
• Study opportunities for art
• Study temporary inexpensive paving treatments
• Study festival or art lighting
• Study optional greening of street
• Consider mobile food on one evening a week
• Consider combining with other potential weekly events – art nights, music nights, etc.

Implementation Steps
• Meet with SF Planning and DPW to determine restrictions and process
• Meet with adjacent property owners to determine level of interest
• Meet with Recology and others to determine service requirements
• Develop design plan for pilot project
• Develop cost estimate for pilot project
• Take plans through approval and local stakeholder process
• Implementation can be approached through three phases (see diagrams)
• Project can be done at the Streetscape Committee level

Illustration of potential activation of Harlan Place
4.03.B HARLAN PLACE

Proposed Pilot Project

The following schematic studies show one potential approach to activating Harlan Place.

**Phase 1 (above)**

1. Parklets extend the pedestrian zone beyond the existing curb, with cafe seating adjacent to restaurants
2. Festival or art lights strung across alley
3. Screening for Dumpsters
4. Art Installation on Wall
5. Decorative painted treatment on paving identifies space as primarily pedestrian zone

**Phase 2 (top right)**

Includes 1-5 from phase 1 and introduces:
1. Prohibit vehicular access between the hours of 10am - 2pm and 4pm - 8 pm
2. Food Trucks

**Phase 3 (bottom right)**

1. Remove curbs and introduce bollards for pedestrian walkways. Limit vehicular traffic to special access only during delivery hours.
2. Special pedestrian paving in entire alley
3. Cafe seating throughout alley during pedestrian only hours
4. Food Trucks
5. Festival or art lights strung across alley
6. Art installation on wall

**Proposed Pilot Project**

**Phase 1 (Near-Term Transformation)**

Concept plan by RHAA
Proposed Pilot Project

Phase 2 (Programming)

Phase 3 (Long-Term Transformation)

Concept plan by RHAA
4.03.C HARLAN PLACE WEST

Existing Conditions and Opportunities

**Overall Impression**
- Service alley slopes up to façade of Sutter Stockton garage
- Numerous dumpsters and trash receptacles
- Some storefront windows face alley but also many long blank walls
- Slight slope

**Design Approach**
- Study opportunities to congregate and screen dumpsters and trash receptacles
- Façade of Sutter Stockton Garage provides interesting opportunity for vertical art piece
- May be location for short term food truck parking

**Implementation Steps**
- Set up meeting with adjacent businesses and property owners to discuss options
4.03.D TILLMAN PLACE

Existing Conditions and Opportunities

Overall Impression
- Charming narrow alley off Grant Avenue
- Entrance to Hops and Hominy at end of alley attracts users
- Abundance of windows makes it feel safer
- No vehicular traffic or loading
- Paving in relatively good condition

Design Approach
- Additional lighting would add to safety
- Additional outdoor seating would help to activate space
- Adding planters would soften space
- Adding art for interest at end of alley would be a bonus

Implementation Steps
- Study loading zone patterns to understand limitations
- Encourage additional food vendor or coffee cart
4.03.E ASHBURTON

Existing Conditions and Opportunities

Overall Impression
- Short alley off Grant Avenue
- Private alley with keyed gate
- Solid gate screens view into alley
- Adjacent Lucky Brand store has tile art on the façade fronting the alley
- Overall attractive appearance

Design Approach
- Potential for additional art behind gate, higher up on adjacent buildings

Opportunities
- Meet with adjacent property owners to review opportunities for art
4.03.F ROBERT KIRK PLACE

Existing Conditions and Opportunities

**Overall Impression**
- A narrow service corridor
- Fire escape steps at end have visual interest
- Off O’Farrell Street
- Limited space for activation
- Space feels dark
- Paving not in great condition

**Design Approach**
- Narrow width and service access make site difficult for activation
- Potential for interesting art related to fire escape

**Implementation Steps**
- Talk to adjacent building owners to discuss opportunities
- Coordinate with artists and galleries
4.03.G MAIDEN LANE

Existing Conditions and Opportunities

**Overall Impression**
- Backstreet connection between Stockton Street and Grant Avenue
- Lined on both sides with high-end retail and cafes
- Closed to vehicular traffic during the day by unique white gates with light posts
- Cafes move tables into the street for outdoor dining after service hours
- Festival lighting was installed in 2013
- Feels like a special place.

**Design Approach**
- Continue to encourage and provide spaces for outdoor dining from adjacent restaurants
- Study opportunities for art
- Study temporary inexpensive paving treatments
- Study optional greening of street by adding planting at tree bases or through hanging baskets
- Consider mobile food event on one evening a week
- Consider combining with other potential weekly events such as art nights, music nights, etc.
- Repair broken or degraded curbs, planting beds with deep drop offs, uneven brick paving
- Study long term solutions for replacing all paving, planting and adding sustainability features

**Implementation Steps**
- Meet with SF Planning and DPW to determine restrictions and process
- Meet with adjacent property owners to determine level of interest
- Meet with Recology and other businesses to determine service requirements
- Develop list of immediate physical improvements
- Develop design plan for long-term improvements
- Take plans through approval and local stakeholder process
- Implementation can be completed in phases
4.03.H BAGLEY PLACE

Existing Conditions and Opportunities

Overall Impressions
- Wide service alley behind Armani Exchange
- Service access entrance at end of the alley
- Tall blank wall at end of alley
- Adjacent building windows look out onto alley
- Connects to busy pedestrian area
- Feels like a service place, not a peopleplace
- Shady
- Paving in poor condition

Design Approach
- Width of alley allows for potential programming
- Study options for limited food truck operations
- Art opportunity on building at end of alley

Implementation Steps
- Work with adjacent property owners to discuss art and activation opportunities
4.03.I ELWOOD STREET

Existing Conditions and Opportunities

Overall Impression
- L-shaped alley opens onto both Mason and O’Farrell, providing a pedestrian connection
- Some restaurants on streets adjacent to alley
- No businesses open onto alley
- Brick paving is attractive
- Buildings are colorful but alley is generally dark

Design Approach
- Opportunity to move outdoor dining into alley after service hours
- Extensive space and other opportunities for art
- Paving makes it more attractive for activation
- Lighting would help space feel safer
- Could be similar to Irish Bank approach on Harlan Place

Implementation Steps
- Talk to adjacent property owners about opportunities
- Coordinate with local arts community
4.03.J DERBY STREET AT MASON

Existing Conditions and Opportunities

Overall Impression
- Gated service alley
- Design of fence and gate allows views into alley
- Appears dirty with many dumpsters
- Adjacent buildings have many blank walls

Design Approach
- Add screening art element to fence and gate
- Blank walls present opportunity for art

Opportunities
- Meet with adjacent property owners to discuss clean up and art opportunities
4.03.K DERBY STREET AT TAYLOR

Existing Conditions and Opportunities

Overall Impression
- Quirky alley with hostel at the end
- Hostel has mural-like sign
- Many trash bins
- Pedestrian activity associated with youth hostel increases sense of safety
- Limited vehicular access
- Paving is not attractive

Design Approach
- Improve directional signage for youth hostel
- Add art element on walls of adjacent buildings
- Add bicycle parking for hostel
- Add outdoor seating for hostel during the day
- Consolidate and screen trash bins

Opportunities
- Meet with adjacent property owners and hostel management to discuss clean up and art and programming opportunities

Existing Conditions

Proposed Interventions
4.03.L ISADORA DUNCAN LANE

Existing Conditions and Opportunities

Overall Impression
- Service alley off Taylor Street
- Technically not in the BID but program could enhance adjacent BID backstreets
- Youth hostel located at end of alley
- Dark and shady
- Many trash receptacles on street

Design Approach
- Incorporate art on paving and walls to add sense of outdoor gallery
- Group and screen trash receptacles
- Consider bicycle parking for hostel
- Consider daytime furniture for hostel

Implementation Steps
- Meet with adjacent property owners, business owners, and hostel management to discuss clean up and programming and art opportunities

Existing Conditions

Proposed Interventions
4.03.M ANSON PLACE

Existing Conditions and Opportunities

Overall Impression
- Narrow alley with multiple dumpsters
- Academy of Art has bench in the alley
- Relatively well maintained
- Dark and shady

Design Approach
- Potential for public art coordination with Academy of Art
- Addition of bicycle racks for students
- Additional seating to create gathering space

Implementation Steps
- Coordinate with adjacent property owners and Academy of Art to discuss opportunities and potential programming
4.03.N TIMOTHY PFLUEGER PLACE

Existing Conditions and Opportunities

Overall Impression
- Narrow alley off Bush Street
- Garage access at end makes alley feel uninviting
- No businesses open onto alley
- Doesn’t feel safe
- Paving in poor condition

Design Approach
- Due to garage access that must remain open during the day, there is little opportunity for activation
- The best opportunity may be for art, which could be part of a gallery walk
- Adding greenery in the form of a narrow green screen or planter would beautify alley

Implementation Steps
- Coordinate with adjacent property owners to consider adding art to building facades
- Coordinate with galleries to select potential art

Existing Condition

Proposed Intervention
Overall Impression
- Short alley with strong architectural structure
- Dark
- Historical significance as a place in The Maltese Falcon
- Has signage marker for historical significance
- Parking access in rear of alley restricts activation uses
- Feels like a dead end

Design Approach
- Build on the history of the place to enhance placemaking through art
- Study opportunities for outdoor seating for adjacent market

Implementation Steps
- Work with adjacent property owners to study art opportunities
4.04 CENTRAL SUBWAY CONSTRUCTION ON STOCKTON STREET
4.04 STOCKTON STREET

Context and Existing Conditions
Construction Barricades

Project Description
The SFMTA Central Subway line extends through the district down Stockton Street from Market to Post with a new station in Union Square. The impact of the construction on the adjacent businesses is extreme. As part of the Streetscapes Committee work, a design for the construction barricade was developed to replace the chain link fence or k-rail with plywood typically used.

The new barricade was intended to be easily moved, reusable, easily maintained and of an aesthetic appearance that recognized the high end retail stores adjacent to the construction. Two design options were developed and presented to the SFMTA and merchants who selected a preferred option. RHAA conducted multiple visits to view mock-ups prior to the final approval.

The barricade was installed in 2014. The design included a painted plywood panel with punched holes of varying sizes backed by clear plexiglass. A second plywood panel painted in gold was visible through the punched holes and was internally lit with LED at night to create an interested effect. Macys, Neiman Marcus and Barneys requested extended clear plexiglass panels at their store entrances to allow for increased visibility. Store identity signage is included at the barricade corners at street intersections.

A chain link gate was required at each cross street to allow access to construction. Mesh panels were attached to the gates. RHAA designed mesh panels screen printed with walking people to indicate the adjacent crosswalk. Mesh panels with abstracted palm tree patterns were used on the barricade where it was not adjacent to a pedestrian crosswalk.

Goals
- Enhance the pedestrian identity of the district
- Improve the aesthetics of a typical construction barricade
- Create a barricade that is economical, reusable and easy to maintain

Post Occupancy Evaluation
- The barricade is successful in improving the appearance of the construction zone
- The screen printed mesh is prone to vandalism and difficult to clean. It requires replacement when vandalized.

Next Steps
- Ongoing maintenance by the SFMTA
- Central Subway Moratorium Period Activation
4.04 STOCKTON STREET

Winter Walk

Project Description
The Central Subway construction project closed Stockton Street between Post and Market from 2013 to 2017. Merchants along the corridor were highly impacted by construction with its associated noise, limited pedestrian access, dirt and restricted visibility. As part of a give-back by the Central Subway project, a moratorium period was required where all construction was stopped and a walking surface was restored between Thanksgiving and New Years.

RHAA developed a design concept for this moratorium period that went beyond just paving replacement. The concept was based on creating a flexible, contemporary urban space that invited shoppers and visitors, was easy to maintain, opened up view lines to the stores and allowed extensive programming. In conjunction with the street design, the committee and the BID interviewed and selected a light projection artist to activate the street at night.

Merchants and property owners were involved in reviewing design concepts throughout the project. The final design included allowance for emergency vehicles, parking for food trucks and a temporary stage location.

The City is in the process of reviewing next steps for the replacement of Stockton Street following construction and will consider reviewing the success of Winter Walk.

Goals
- To create an active, exciting pedestrian urban space
- To create a space that is temporary and easy to install
- To create a space that encourages shoppers and visitors to come to Stockton Street
- To create a space that is easy to maintain
- To create a space that is flexible, and allows various types of programming

Post Occupancy Evaluation
- Following the installation, an intercept survey was conducted. Results were highly in favor of the project, with a 98% favorable rating.

Next Steps
Review possible improvements for the 2015 holiday seasoning, which may include:
- Enhancing and extending the light art
- Adding better street lighting
- Considering power for a stage location
- Studying the barricade for improvements
- Work with the City to determine long term permanent solutions for Stockton Street

Illustrative rendering of the final design of Winter Walk 2015
Winter Walk

Illustrative plan by RHAA of the final design of Winter Walk 2015

Illustrative rendering by RHAA of early conceptual design
4.04 **STOCKTON STREET**

Winter Walk

[Images of Stockton Street Winter Walk]

Photo courtesy of Sergio Ruiz

Photo courtesy of Paul Mourraille Photography

Photo courtesy of Paul Mourraille Photography
Winter Walk

Photo courtesy of Immersive and Damien Hamilton

Photo courtesy of Paul Mourraille Photography

Photo courtesy of Paul Mourraille Photography
4.05 MARKET STREET
4.0 CURRENT & FUTURE PROJECTS

4.05 MARKET STREET
Context and Existing Conditions
Project Description

Market Street is the primary civic street and backbone to San Francisco. It serves a number of civic, cultural and commercial functions, and is an important transit route connecting people from downtown to the Embarcadero.

In 1967, the City of San Francisco invested in Market Street to transform it into the street it is today. Today the Better Market Street Plan provides the framework to take Market Street into the future. The BID will use the Better Market Street Plan when planning improvements along Market Street to ensure the two districts have a unifying connection that provides the citizens and visitors of San Francisco the best public realm possible.

Initiatives such as the Living Innovation Zones (LIZ) will create public art that is interactive and engaging. Some of the LIZ will be on Market Street where it connects to the BID.

Goals

- To make market street a world-class urban street

Design Approach

- Coordinate with the Better Market Street Plan
- Activate Market Street through various methods, until the plan is implemented
- Work with the Vision Zero plan on public safety

Next Steps

- Meet with Better Market Streets team to understand the plan as it extends through the District
- Study the current site conditions for possible addition of amenities
- Study wayfinding and signage

Chess in a plaza in Melbourne, Australia (credit: Ethan Kent, streetsblog.org)

Activation in Times Square, another iconic urban street (Photo from BetterCitiesNow.com)
4.06 JCDECAUX KIOSKS
4.06 JCDECAUX KIOSKS

Context and Existing Conditions

JC Deceaux has a total of 26 kiosks in the district. There are two types of kiosks. One is a circular advertising kiosk that is completely enclosed. The second was originally used as newsstands and can be opened to allow a person to stand inside. Of the 26 kiosks, 24 are not being utilized and 2 have been repurposed as non-profit exhibit areas. The kiosks are a significant piece of urban furniture and should be utilized for information, visual interest or wayfinding. A study should be done to determine what the best uses for each kiosk are on a case-by-case basis.
**Project Description**

**Goals**
- Utilize the JC Deceaux kiosks for information, visual interest or wayfinding

**Design Approach**
- Study the kiosks for ideal use on a case-by-case basis.
- For those with potential wayfinding use, work with SFTravel and JCDeceaux to repurpose kiosk
- For those with potential visual interest appeal, work with volunteer artists, architects and designers in mini-competitions to activate the kiosks.
- This program could be run through the Streetscapes Committee.

**Next Steps**
- Initiate review of kiosks
- Formulate sub-committee to develop competition ideas
- Discuss funding with JCDeceaux and non-profits
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4.07 FUTURE PROJECTS
4.07.A GATEWAYS TO THE DISTRICT

Project Description

Union Square is a 27-block district adjacent to the Tenderloin, Nob Hill, Financial and SOMA districts. The edges of the Union Square district are physically undefined. To strengthen district identity, development of signature gateway features could enhance the sense of entering the district.
Goals
• Create identity at district edges on main arterials and Market Street

Design Approach
• Develop district-wide identity markers on poles throughout the district
• Develop strong banner program that marks specific district streets
• Develop signage, plaza or art solutions at Market Street district entry points

Implementation Steps
• Identify signage restrictions within District
• Identify any ongoing signage studies in District
• Identify any locations for potential mini-plazas at Market Street
• Study potential art opportunities at Market Street intersections
• At some point, potential focus group meetings to review solutions with adjacent property owners on Market Street
• These steps could be accomplished at the Committee level until physical improvements such as mini plazas are desired; at that point it would likely be a City project through SFDPW
• Cost implications – signage and banner program by BID

Example of a district identity banner (photo by Andre Lowe, via Flickr.com)
Example of district wayfinding sign (photo via CityLab.com)
4.07.B STOCKTON & POWELL STREETS

Project Description

The two most heavily used pedestrian corridors in the district are Stockton Street and Powell Street between Market Street and Geary Street. Each of these street segments has challenges. Stockton Street is a one way street heading south. It has been closed to vehicular traffic since 2013 for construction of the Central Subway line. During the 6-week “stop construction” period for the winter holiday, the street was transformed into a pedestrian plaza. The tremendous success of the pedestrian plaza indicates the potential of the street as a permanent pedestrian corridor. See Section 4.04 for more information.

Powell Street is a two way street with a cable car line as well as parking spaces, loading zones, and vehicular traffic. In 2010 the Committee developed a pilot project that removed parking on Powell Street and expanded the sidewalk corridor. In 2012, the pilot project was developed into the Powell Street Promenade, a 5-year temporary project sponsored by Audi. The project has had mixed reviews, however the opportunity to study Powell Street to determine if an expanded pedestrian corridor is desirable remains.
Goals
• Activate the district and improve the pedestrian realm
• Provide public amenities including spaces for programming, seating and events
• Create a signature public space for the district in the area of highest pedestrian volume

Design Approach
• Study opportunities for Powell Street and Stockton Street between Market and Geary to become pedestrian focused streets, which may include full conversion of the street to pedestrian plaza, partial street closure with widened sidewalks, pedestrian-oriented improvements to the streets without changing curblines, and/or no pedestrian improvements for both streets

Implementation Steps
• Discuss opportunities with SF Planning, DPW, parking and traffic, and SFMTA to review process and assess desire
• Study implications regarding changes and need for EIR
• Develop public outreach plan once process is identified
• Identify funding sources – potentially large financial implications that would be required by City
• Further steps to be identified once process with City is understood
• This process is most likely a City-run project

Sunset Triangle Plaza in LA – formerly a street (photo via inhabitat.com)  
Pedestrian Street (photo via http://forum.vietdesigner.net)
Mason Street between Bush and Eddy has a high concentration of small restaurants. Mason Street is one of the gateways to the Tenderloin, an area identified by the City as a high priority district for revitalization. With the density of food and beverage businesses on Mason Street and adjacent streets, it is possible to position this street as a small ‘café street’ that could become an identified destination for tourists and residents.
Goals

• Enhance Mason Street as a café street and gateway to the Tenderloin

Design Approach

• Encourage and provide spaces for increased outdoor dining for existing restaurants
• Study opportunities for parklets to expand outdoor dining area.
• Consider weekly street eat fests
• Consider adding food trucks one day a week
• Study hanging flower baskets or other physical amenities to make the street more pedestrian friendly

Implementation Steps

• Identify outdoor dining restrictions
• Meet with SF Planning to review idea and assess desire
• Conduct focus group meeting with business owners and property owners
• Discuss options with Off the Grid
• Discuss options with programming consultant
• These steps could be accomplished at the Committee level
• Potential operations or marketing costs with increased activation

Mason Street today

Example of a parklet creating space for outdoor dining (photo from NYC DOT)
4.07.D GRANT AVENUE

Project Description

Grant Avenue, Geary Street and Post Street have a long history of art galleries as upper floor tenants. Due to the economy, many of these galleries are relocating. It would be beneficial to the galleries and to the visitors to study the development of Grant Avenue as an ‘Art Street’, acknowledging the history and current galleries in the district.
Goals

- Enhance Grant Avenue as an ‘Art Street’ and connector between Market Street and Chinatown

Design Approach

- Study signage or banner program to focus on art
- Consider weekly art events
- Expand the monthly gallery walk to the streets
- Consider use of backstreets off Grant Avenue as outdoor gallery spaces
- Consider streetscape elements that enhance the art/pedestrian experience of the street

Implementation Steps

- Identify existing signage restrictions
- Meet with SF Planning to review idea and assess desire
- Conduct focus group meeting with business owners and property owners
- Discuss options with programming consultant
- These steps could be accomplished at the Committee level
- Potential street improvements costs to be budgeted into Streetscapes Committee annual budget

Grant Avenue today

Public art activates a street from above (art by Janet Echelman)
Increasing the porosity and flexibility of movement for pedestrians around Union Square will improve the experience of the visitor. Some options that have been considered in the past and should continue to be studied include mid-block crossings, scramble crossings, limiting vehicular traffic in certain areas, and expanding sidewalk width.
Goals
• Improve the pedestrian experience

Design Approach
• Study mid-block crossings and/or scramble signals around Union Square to improve pedestrian safety and flow
• Study limiting vehicular traffic on selected streets, including hours of limitation on backstreets and removal of vehicular traffic on others (refer to Sections 4.03 and 4.07.B)

Implementation Steps
• Talk to SF Planning, DPW, Parking and Traffic, and SFMTA to determine viability of options and any additional ongoing studies
• May require traffic consultant, civil engineer, and completion of an EIR
• Most likely a City project that is recommended and advocated by BID
• Potential high cost of improvements would need to be by City; BID as advocate only or to possibly commission traffic studies
4.07.G EVENT PROGRAMMING IN PUBLIC SPACES

Project Description

Active public spaces are the lifeblood of a city. Spontaneous events contribute to the life of public spaces, however actively programming public spaces contributes greatly to the long term success of the public realm. The Union Square District has some of the most significant public urban spaces in the City and requires an active programming effort.
Goals
• Improve the life of the city through active programming of public spaces

Design Approach
• Create daily, weekly and annual programmed events
• Study programming opportunities in Union Square, Hallidie Plaza, the Backstreets and Laneways, Powell Street and Market Street

Implementation Steps
• Develop contracted services with programming consultant to do regular public space programming
• Assist with outside agencies and individuals to develop long term events
• Some can be done at committee level and some can be done through outside event operations and management
• Potential marketing or operations costs with increased activation
• Potential and existing annual events
  • Nuit Blanche – annual international art night in October
  • Fete de la Musique – annual international music festival in the streets in June
  • Fashions Night Out
  • Winter Walk
4.07.F STANDARDS FOR STREET FURNITURE

Project Description

The street is made up of fixed improvements such as paving and lighting. In addition to fixed improvements, there are a number of moveable or changing elements that create the character of the street. These include street furniture such as benches and seating elements, art, planters, bicycle racks, trash receptacles and kiosks. A holistic view toward the design and use of street furniture unifies the district and provides guidelines for merchants and business owners. This manual contains a documentation of existing conditions, however it would be beneficial for the BID to develop design guidelines to guide future improvements.

Goals
• Enhance the identity of the district by increasing uniformity of streetscape elements

Design Approach
• Study options for each element independently to develop overall district character design guidelines

Implementation Steps
• Seating
  • Study potential seating options, locations and maintenance factors
  • Select district seating approach
• Trash receptacles
  • Study potential trash receptacles with district branding opportunities
  • Review with Recology and the City
• Bicycle racks
  • Utilize city standard bicycle racks
  • Study potential locations
• Planters
  • Develop holistic planter program that identifies where planters could be used at the street and how planters are used adjacent to storefronts
  • Review existing planters and remove those that are broken or unattractive
• Public Art
  • Develop districtwide art plan that identifies potential art locations
• Bollards
  • Consider a District-specific custom bollard
• These steps could be accomplished at the Committee level over time or with a consultant as a small project added to this Manual.
4.07.H MOBILE FOOD OPPORTUNITIES

Project Description

The trend toward mobile food is sweeping the nation. As one of the busiest districts in the city, there is a demand for mobile food. The City’s guidelines and process for locating mobile food operators places some restrictions on where and when mobile food can be located in the District. It would be beneficial from an activation and vitality perspective, to find a regular location for temporary mobile food within the district. Off the Grid provides seating, music and food with its weekly events.

Goals
• Activate the district through mobile food opportunities
• Provide additional food amenities for visitors and tourists

Design Approach
• Encourage and provide spaces for mobile food within the district
• Study opportunities in backstreets
• Consider weekly street eat fests
• Consider combining with other potential weekly events – art nights, music nights, etc.

Implementation Steps
• Identify food truck restrictions
• Identify potential locations
• Meet with planning to review idea and assess desire
• Conduct focus group meeting with business owners and property owners
• Discuss options with Off the Grid
• Discuss options with programming consultant
• These steps could be accomplished at the Committee level
• Potential operations costs associated with increased activation

Food truck in SF (photo by SFStation.com)
4.07.1 VENDOR KIOSKS

Project Description

There are a number of different types of kiosks throughout the district. In addition to the Deceaux kiosks discussed in an earlier section of this document, there are also flower stands, assorted food kiosks, art kiosks and pop-up vendor kiosks. Some of the kiosks are attractive and suitable for their purpose and others need improvement.

Goals
• Create attractive kiosks to upgrade the public realm.

Design Approach
• Develop design standards for kiosks that are contemporary and appropriate for each type of use.

Implementation Steps
• Document existing kiosks types and designs.
• Develop standards for each type of kiosk.
• Meet with representatives from kiosk operators to understand their needs.
• Seek approval and funding from various agencies that control kiosks.
• Replace existing kiosks with upgraded designs.

Example of a modern, attractive flower kiosk (by Buchanan Partnership)

Example of a modern, attractive newstand (from InStoreMasters.com)
4.07.J VENDOR PERMITTING

Project Description

A number of different vendors may be found throughout the district, including food vendors (mostly hot dogs), retail vendors (mostly flowers), artists selling crafts, and street performers. (Refer to Section 3.12 for information about food and retail vendors in the District.) Street vendors add considerable vitality to the city’s public realm; however, the location and type of vendor is not always well-suited for the District.

Each type of vendor is permitted through a different process and, sometimes, different agencies. In order to influence the location of vendors within the district, the BID should advocate to the city for a more streamlined process in which the BID can have a role as reviewer.

Goals
• Improve the quality and location of vendors in the District

Design Approach
• The BID should have a role in identifying appropriate locations for vendors

Implementation Steps
• Meet with relevant agencies to discuss the role of the BID in vendor permitting
• Develop guidelines and a process for vendor permit review
• This could be accomplished by the BID in coordination with city agencies
• Potential operations costs associated with review of permit applications