

PAVEMENT TO PARKS

SAN FRANCISCO PLAZAS
**PUBLIC LIFE
STUDY**

*Stella Kim
Friday 10 June 2016, San Francisco Planning Department*

PAVEMENT TO PARKS

SAN FRANCISCO PLAZAS

PUBLIC LIFE STUDY

1

INTRODUCTION & METHODS

2

PLAZA PROFILES

3

STUDY FINDINGS

4

RECOMMENDATIONS & CONCLUSION



FOUR PARAMETERS OF GREAT PUBLIC SPACES



WELL-USED & LIVELY



DRAW USERS OF THE LOCAL COMMUNITY



SUPPORT VARIOUS USES, ESPECIALLY SOCIAL OPPORTUNITIES



PERCEIVED POSITIVELY BY THEIR USERS



1

INTRODUCTION & METHODS

PAVEMENT TO PARKS

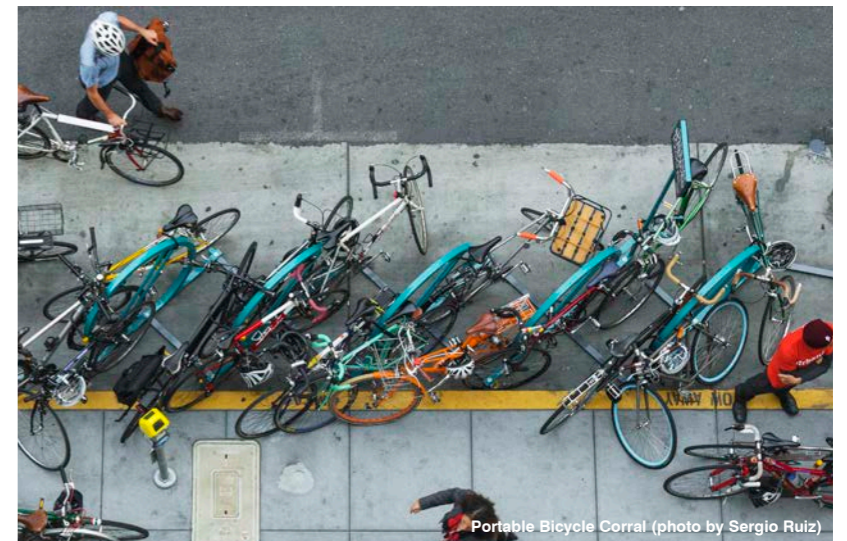
PROJECT TYPES



Persian Triangle Plaza (photo by Sam Heller)



Reveille Coffee Co Parklet (photo by Sam Heller)



Portable Bicycle Corral (photo by Sergio Ruiz)

PLAZAS

Reclaiming the roadway

A neighborhood venue for events and programs

PARKLETS

Rethinking the parking lane

Augmented sidewalk space and seating

NEW PROTOTYPES

Mobile and event-based elements

Exploring ideas to activate and re-imagine public spaces

PAVEMENT TO PARKS

PROJECTS ON THE GROUND



PLAZAS

- 7** Pavement to Parks Plazas:
- 4** in demonstration phase
- 3** becoming permanent
- 2** now permanent plazas

PARKLETS

- 5** RFP cycles
- 60+** installed
- 15+** in design and permitting

NEW PROTOTYPES

- 1** Portable Bicycle Corral
- 1** Portable Parklet
- 7** Parkmobiles
- 2** Street Stages

SUMMER 2015 PUBLIC LIFE STUDY

- Launched a citywide survey of plazas in Summer 2015 as part of internship
- Survey included six public plazas in San Francisco, all which align close to the main corridor of Market Street.
 - Pavement to Parks projects: Jane Warner Plaza and Annie Street Plaza
- Sites were carefully chosen to look across different contexts of San Francisco and for their distinctive typologies.
 - Setting (downtown vs. neighborhood)
 - Location within public realm
 - Street types and transformations
 - Management structures
 - Presence of movable furniture



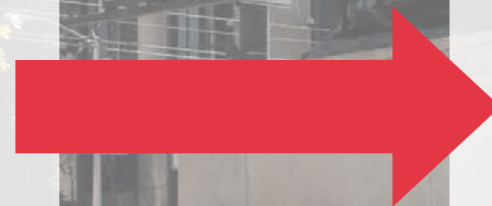
6

PLAZAS

Studied 1 weekday (Tues or Wed)
and 1 weekend (Sat)
in July 2015,
12-2 P.M. and 5-7 P.M.

48

HOURS OF FIELD WORK



75+

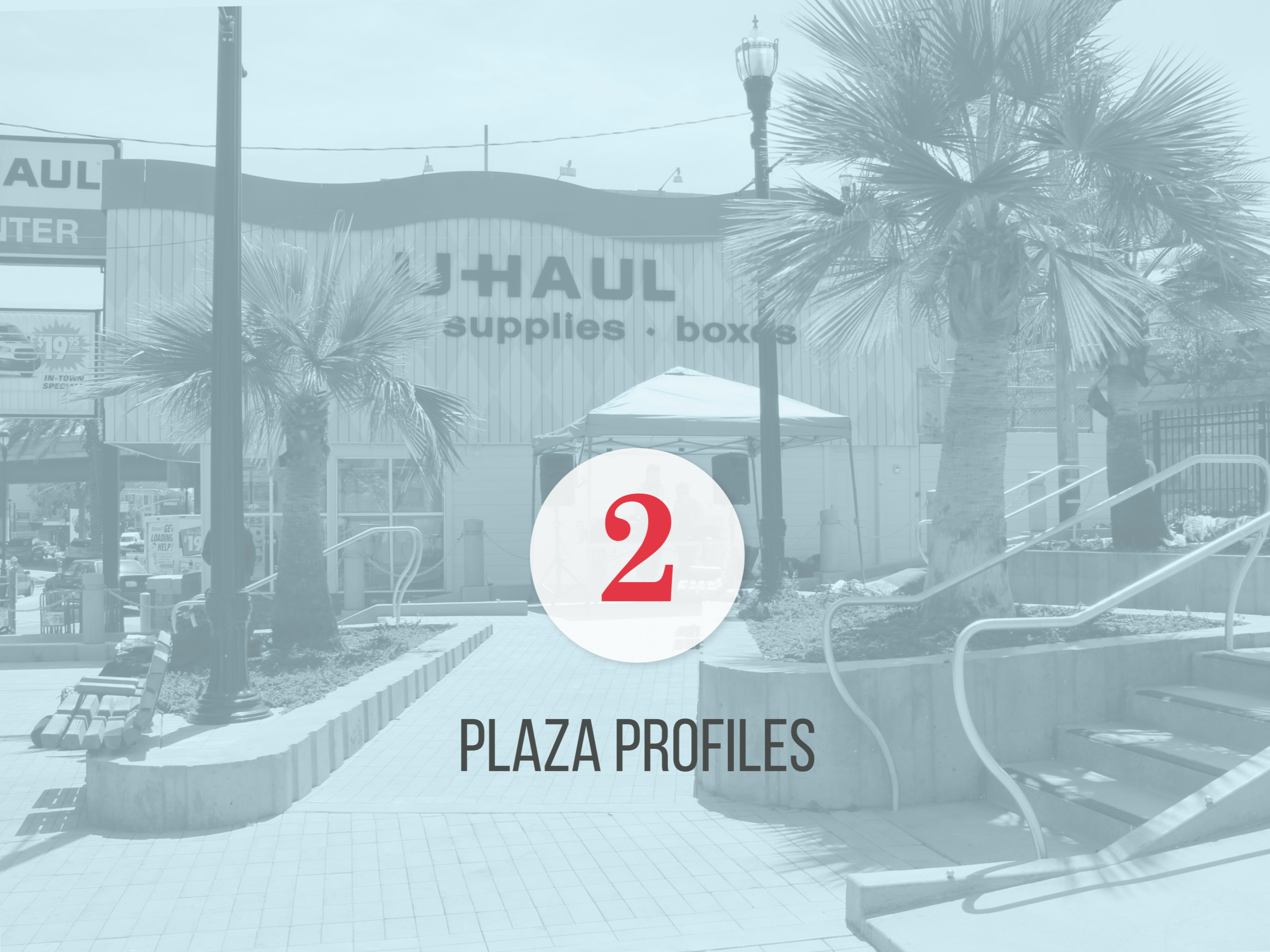
PLAZA USERS INTERVIEWED

1,000+

PLAZA USERS OBSERVED

10,000+

**BLOCK PEDESTRIANS & CYCLISTS
COUNTED**



AUL
TER

J-HAUL
supplies • boxes

2

PLAZA PROFILES

NEIGHBORHOOD SETTING PLAZAS



JANE WARNER PLAZA

Neighborhood
The Castro

Size (Approx.)
9,760 sq. ft.

Site Background
Originally a large turning area for F-line streetcar. Plaza made permanent in 2014 after several experimental phases installed by Pavement to Parks.

- Features*
- Movable chairs and tables
 - Trees
 - Planters

Designer
San Francisco Public Works (Permanent Plaza)
Boor Bridges Architecture (Phase 2)
Public Architecture (Phase 1)

Management & Maintenance
Castro Community Benefits District
Orphan Andy's



LINDEN ALLEY

Neighborhood
Hayes Valley

Size (Approx.)
2,960 sq. ft.

Site Background
Not a fully pedestrian space like the other sites, but functions like a plaza by providing gathering space. Opened in 2010.

- Features*
- Fixed benches
 - Curbstone seating
 - Trees and planting

Designer
Winslow Architecture & Design

Management & Maintenance
Community members and adjacent property owners



MCCOPPIN HUB PLAZA

Neighborhood
Mission District

Size (Approx.)
4,790 sq. ft.

Site Background
Originally a dead end street space; went through trials of activation with food trucks, which inspired the current design. Opened in 2014.

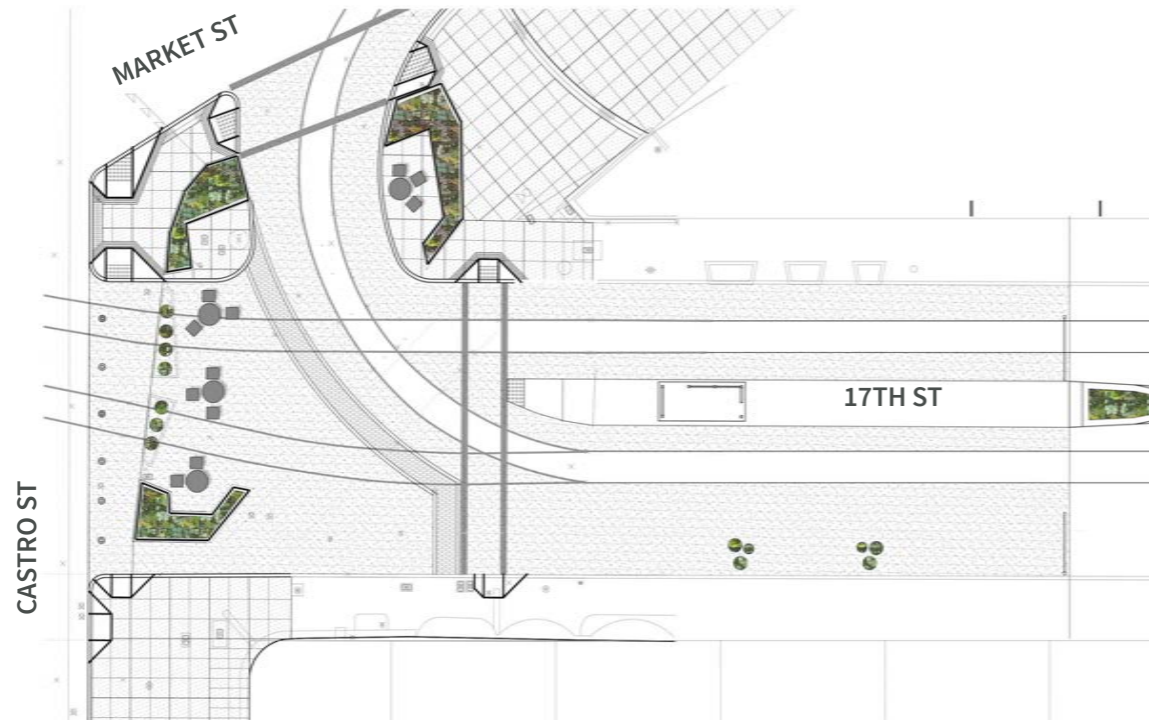
- Features*
- Fixed seating (10)
 - Trees
 - Planters
 - Lighting
 - Art piece

Designer
Boor Bridges Architecture (Design)
San Francisco Public Works (Construction)

Management & Maintenance
San Francisco Public Works

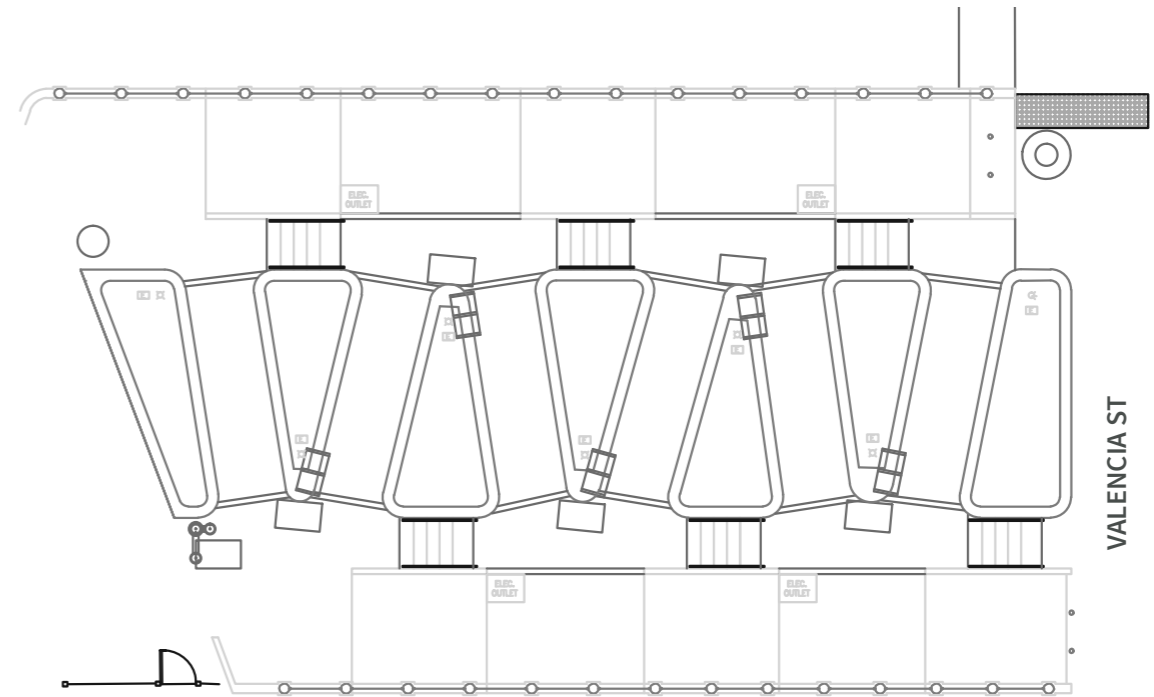
JANE WARNER PLAZA

Source: San Francisco Public Works



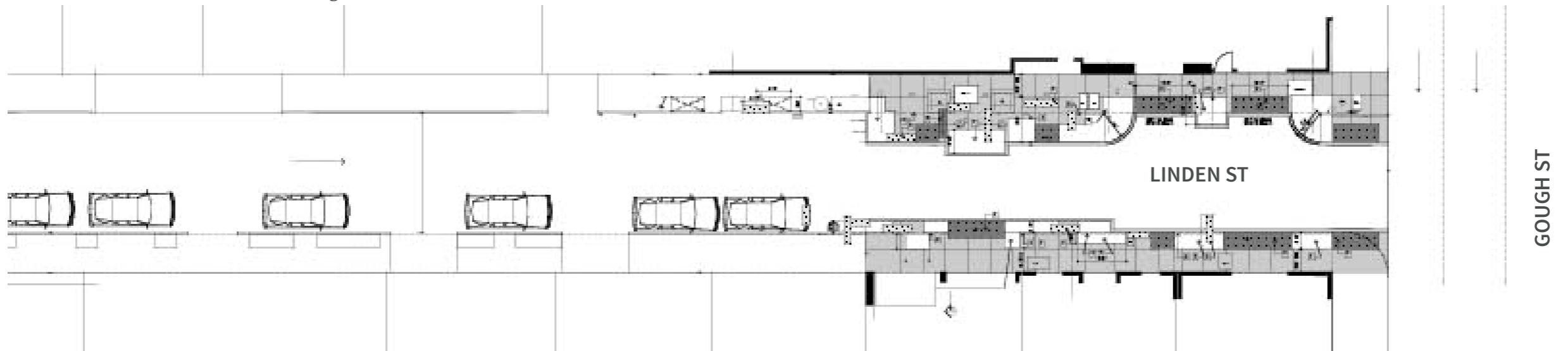
MCCOPPIN HUB PLAZA

Source: San Francisco Public Works



LINDEN ALLEY

Source: Winslow Architecture & Design



*Images not at same scale

DOWNTOWN SETTING PLAZAS



MINT PLAZA

Neighborhood
South of Market

Size (Approx.)
17,900 sq. ft.

Site Background
Originally a vehicle right-of-way; became pedestrianized and opened in 2009.

- Features*
- Movable chairs
 - Fixed benches
 - Planted pergola
 - Trees
 - Planters
 - Private tables and chairs
 - Lighting

Features
CMG Landscape Architecture

Management & Maintenance
Friends of Mint Plaza



ANNIE STREET PLAZA

Neighborhood
South of Market

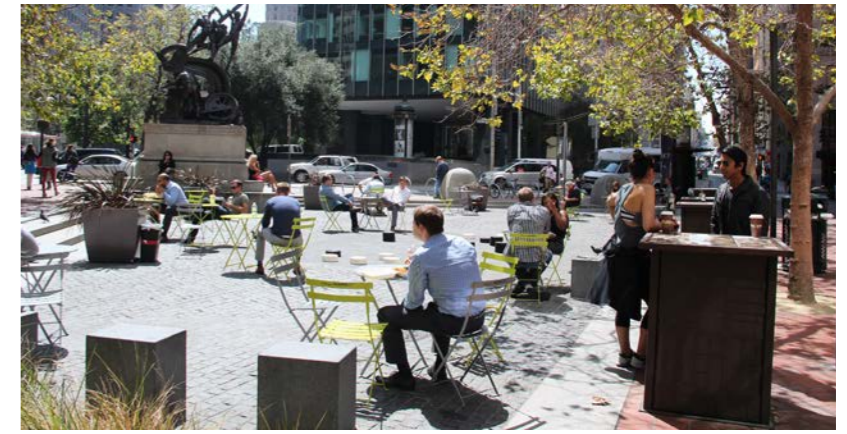
Size (Approx.)
2,000 sq. ft.

Site Background
Originally a vehicle right-of-way. Temporary plaza created through Pavement to Parks Program in 2014.

- Features*
- Movable chairs and tables
 - Fixed benches
 - Hanging planters

Designer
CMG Landscape Architecture

Management & Maintenance
Yerba Buena Community Benefits District



MECHANICS MONUMENT PLAZA

Neighborhood
Financial District

Size (Approx.)
4,660 sq. ft.

Site Background
Oldest plaza of the sites. Originally had bench seating; redesigned in 2014.

- Features*
- Movable chairs and tables
 - Charging station
 - Counter tops (3)
 - Fixed seats (3)
 - Mechanics Monument, with steps
 - Trees and planting

Designer
San Francisco Public Works

Management & Maintenance
San Francisco Public Works

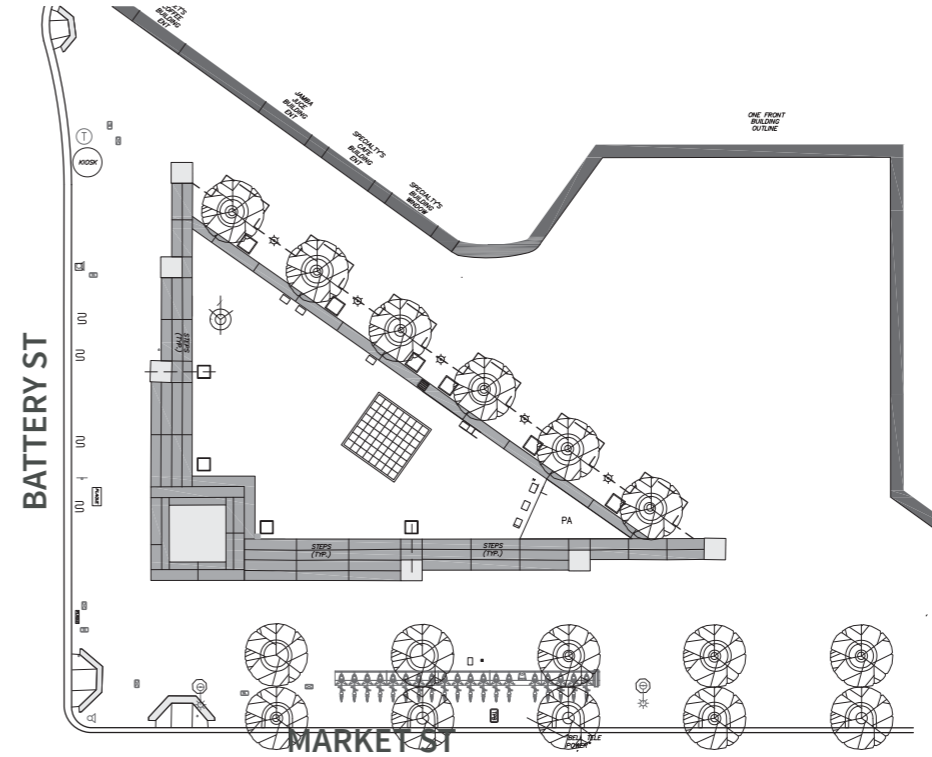
MINT PLAZA

Source: CMG Landscape Architecture



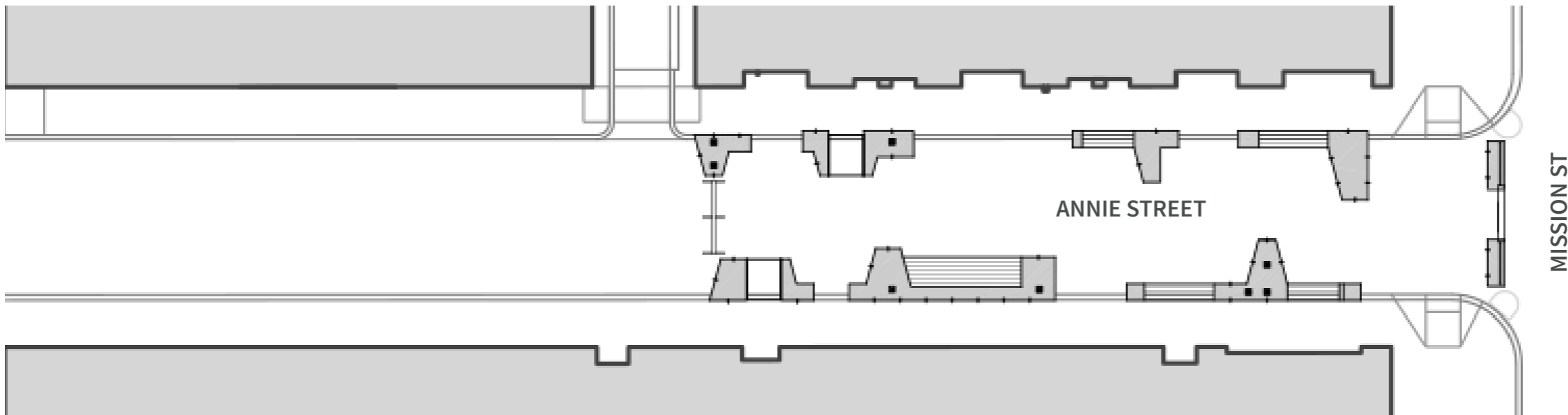
MECHANICS MONUMENT PLAZA

Source: San Francisco Public Works



ANNIE STREET PLAZA

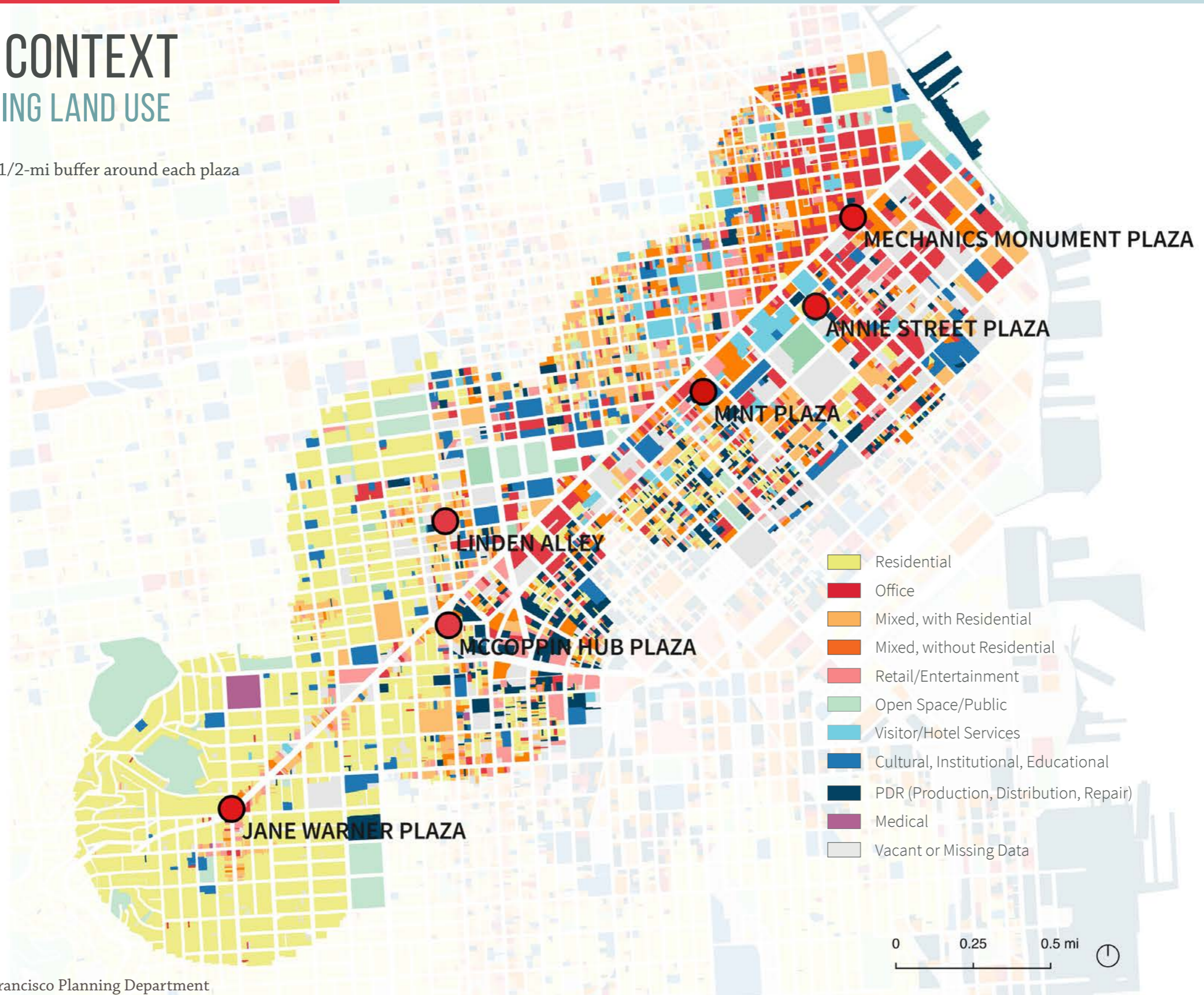
Source: Winslow Architecture & Design



*Images not at same scale

PLAZA CONTEXT SURROUNDING LAND USE

Displayed with a 1/2-mi buffer around each plaza



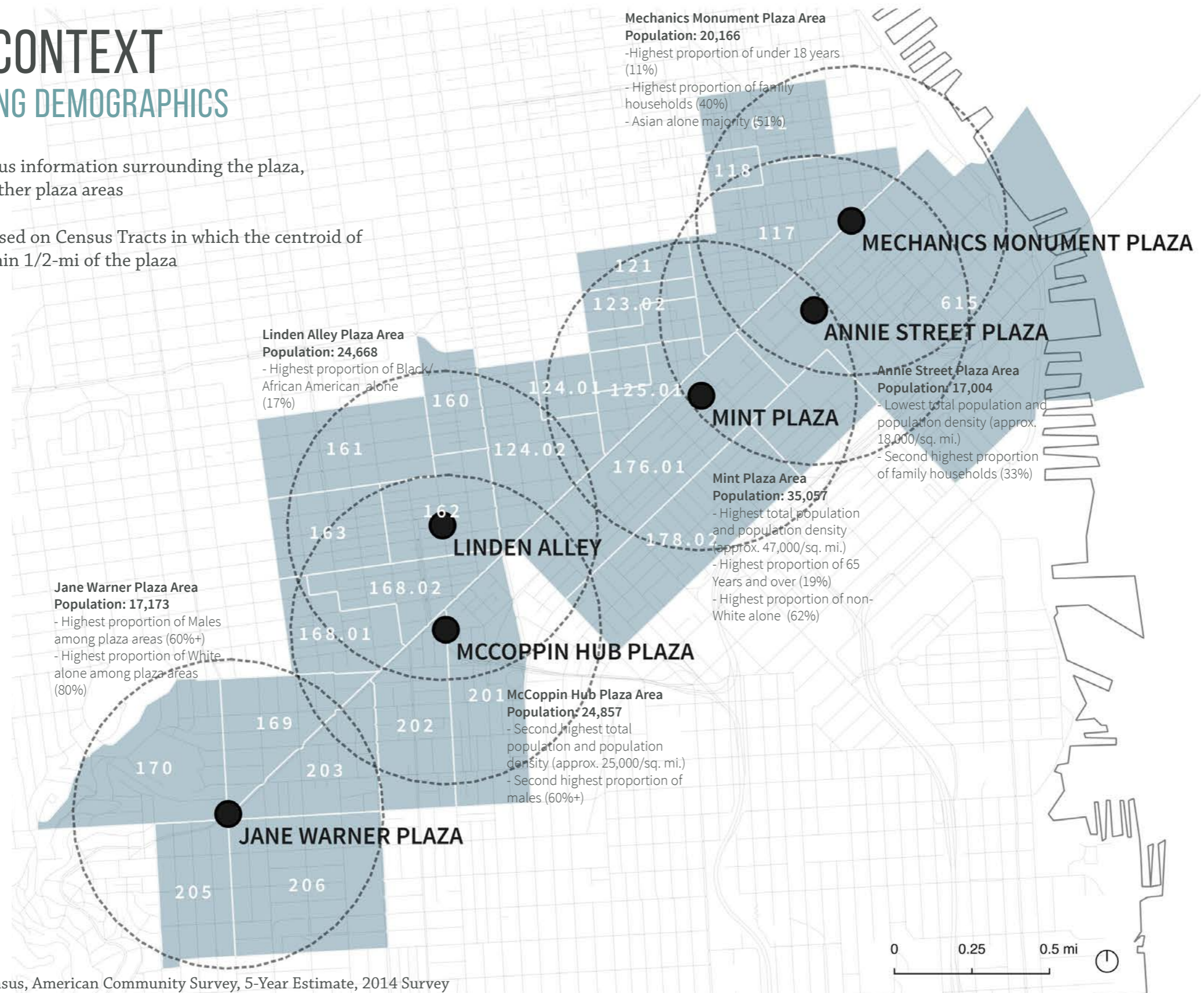
Data Source: San Francisco Planning Department

PLAZA CONTEXT

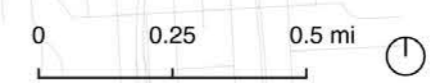
SURROUNDING DEMOGRAPHICS

Selected U.S. Census information surrounding the plaza, compared to the other plaza areas

Plaza Area data based on Census Tracts in which the centroid of the Tract falls within 1/2-mi of the plaza



Data Source: U.S. Census, American Community Survey, 5-Year Estimate, 2014 Survey





3

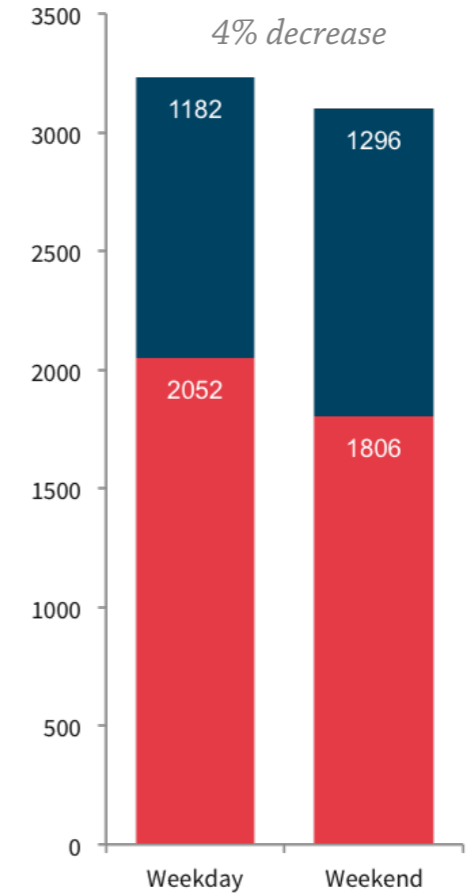
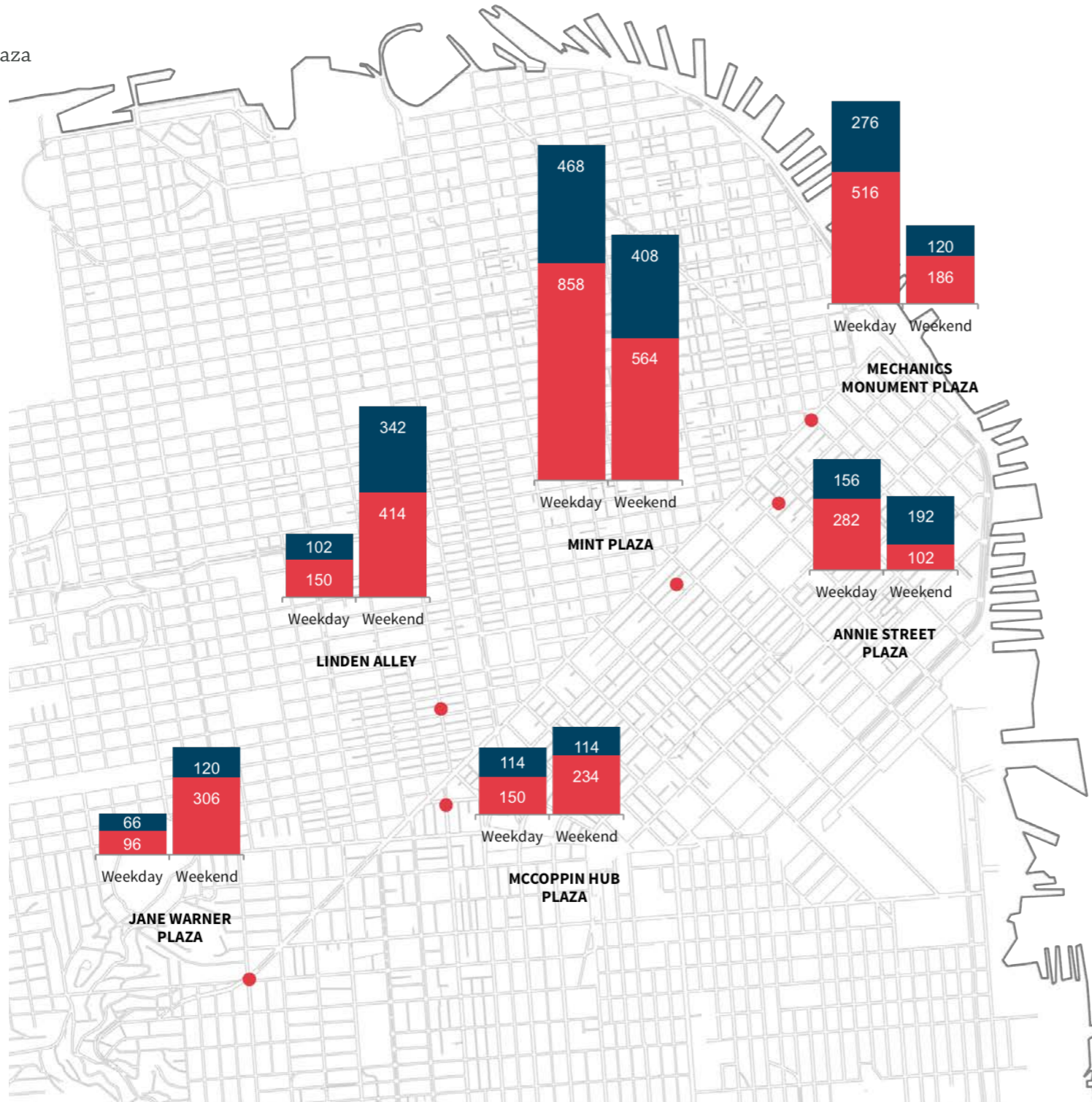
STUDY FINDINGS

PARAMETER 1. WELL-USED & LIVELY

PLAZA USERS TOTAL VOLUMES

Aggregated, by Plaza

- 12-2 P.M.
- 5-7 P.M.

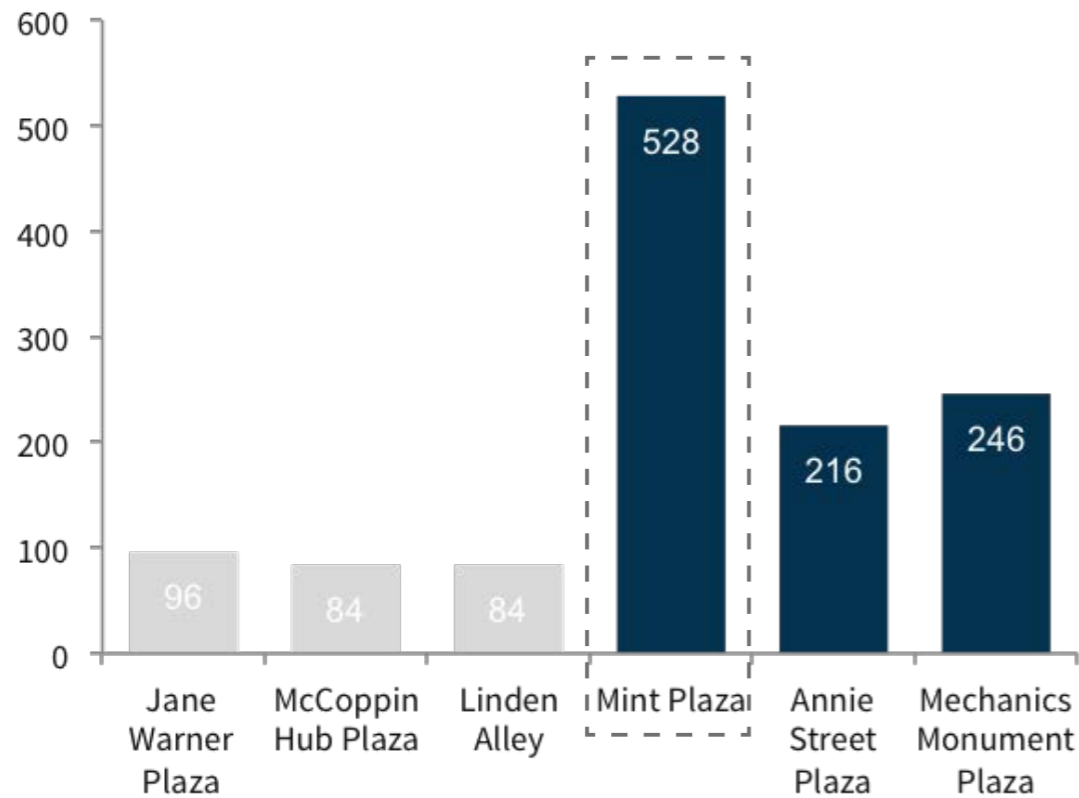


Plaza Users Total Volumes, Aggregated

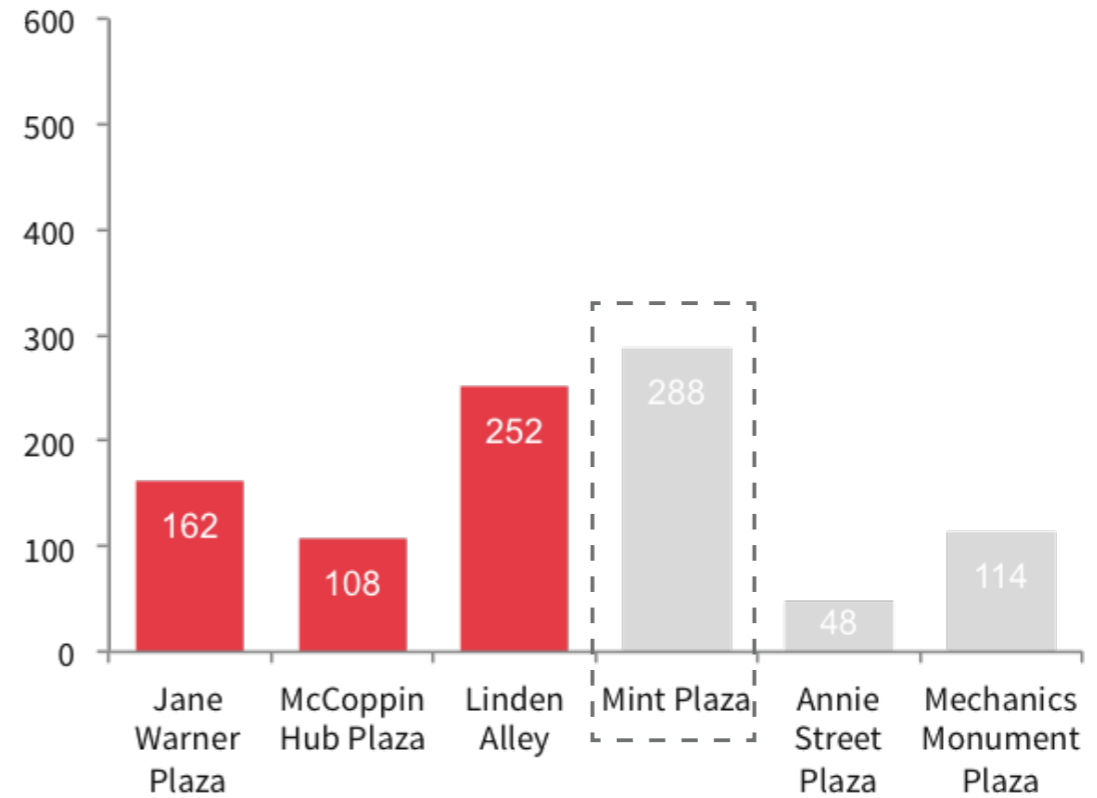
PARAMETER 1. WELL-USED & LIVELY

COMPARING USAGE ACROSS PLAZAS, AT PEAK USAGE

Number of Users, Weekday 12-1 P.M.



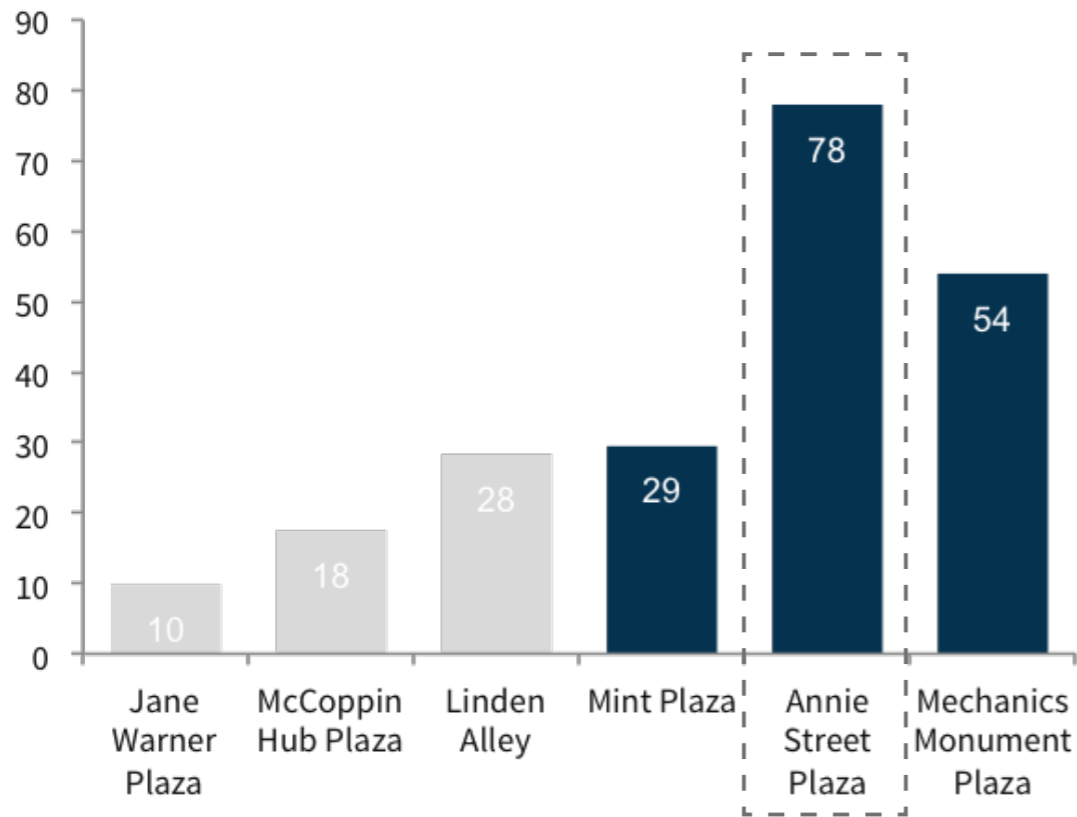
Number of Users, Weekend 12-1 P.M.



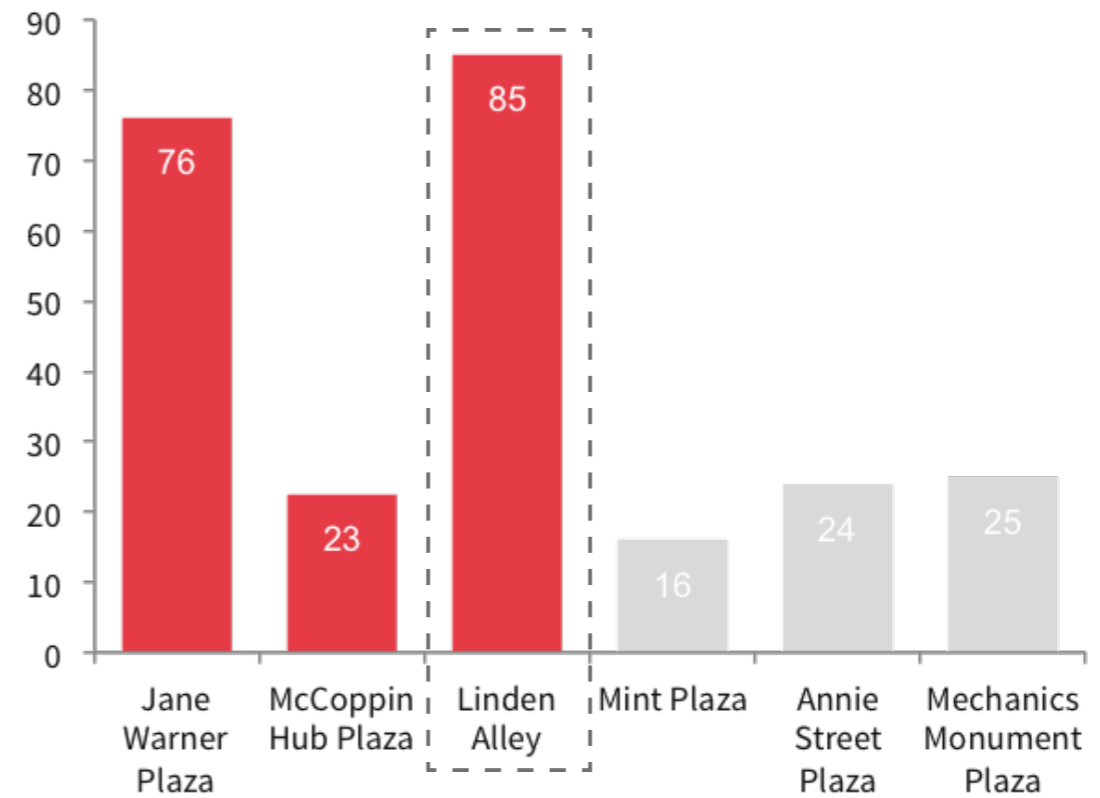
PARAMETER 1. WELL-USED & LIVELY

COMPARING USAGE ACROSS PLAZAS, AT PEAK USAGE

Number of Users Per 1,000 Sq Ft, Weekday 12-1 P.M.



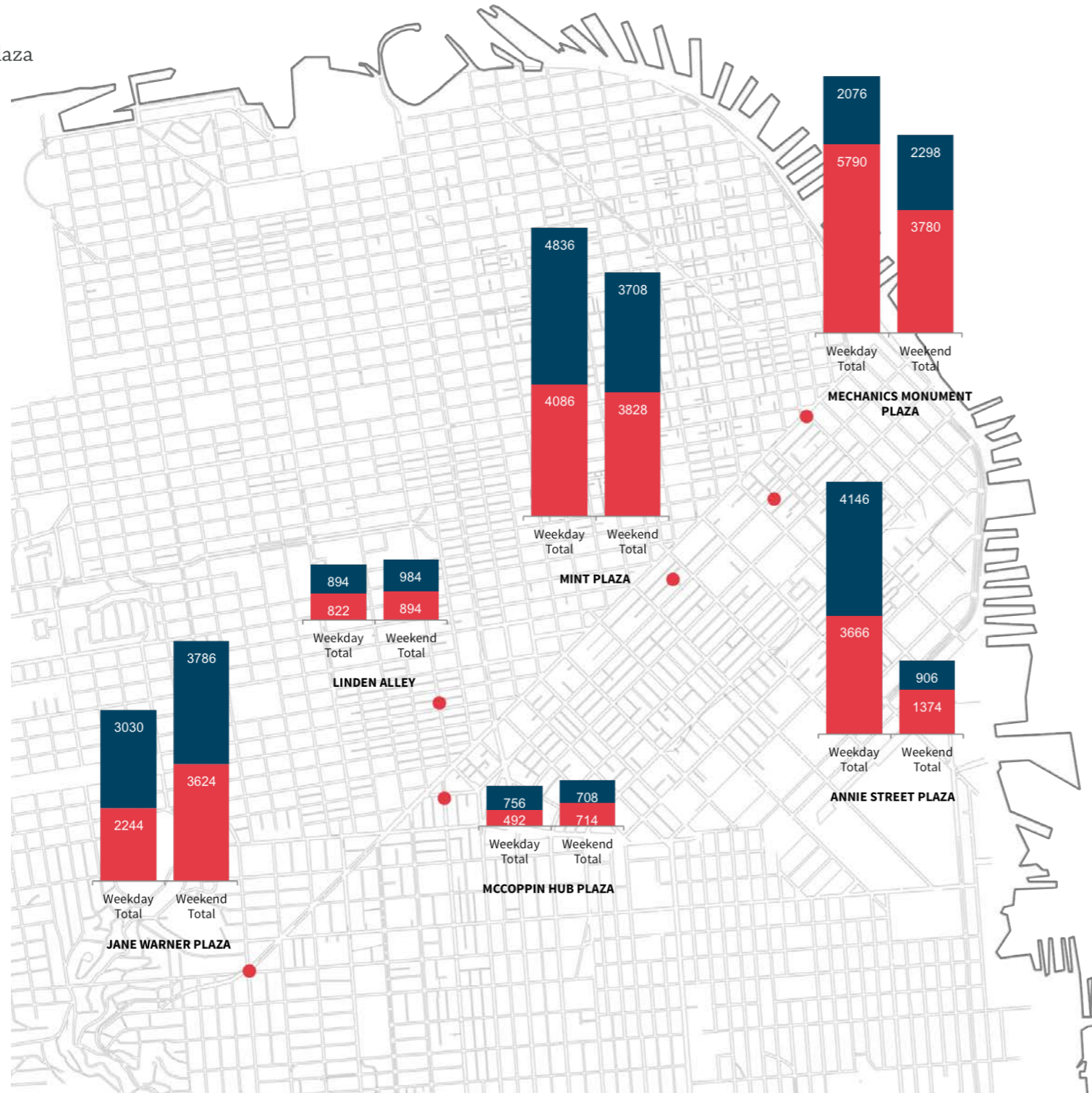
Number of Users Per 1,000 Sq Ft, Weekend 12-1 P.M.



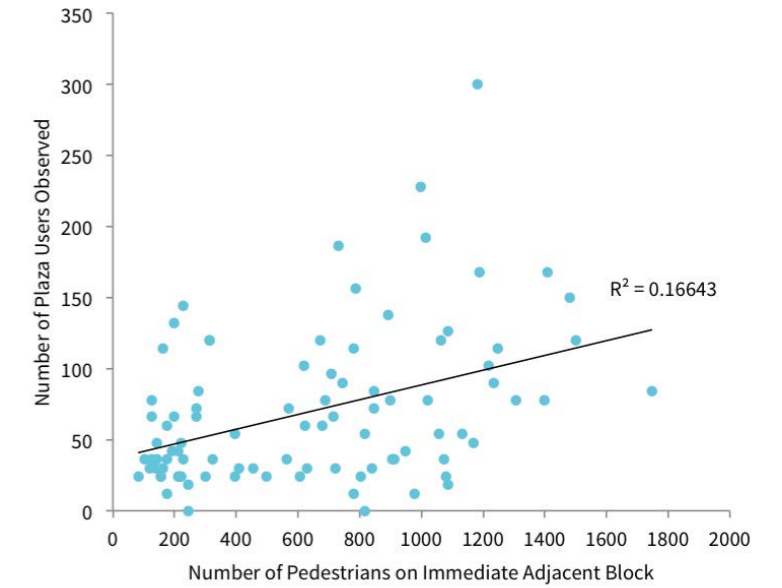
PARAMETER 1. WELL-USED & LIVELY

BLOCK PEDESTRIANS TOTAL VOLUMES

Aggregated, by Plaza



when comparing these volumes to usage...

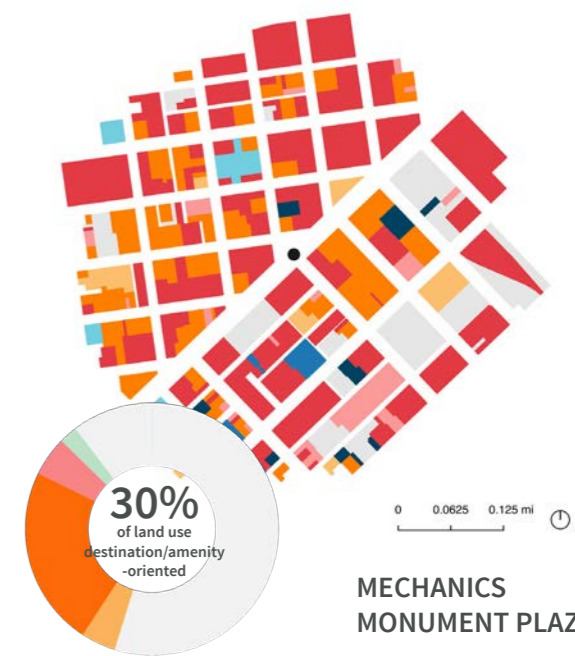
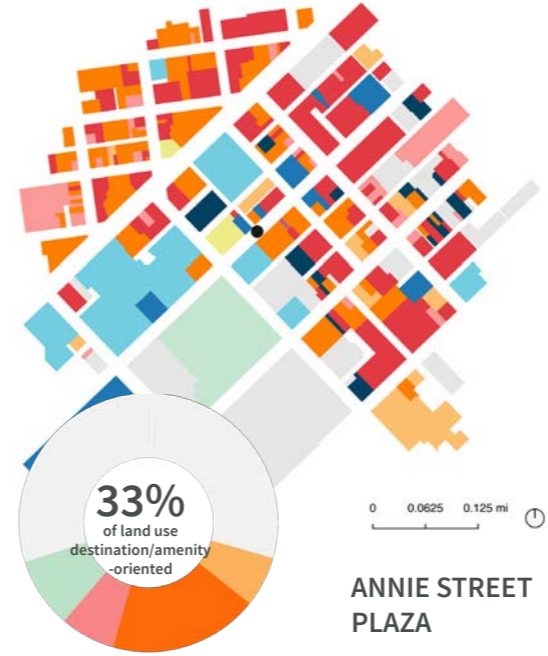
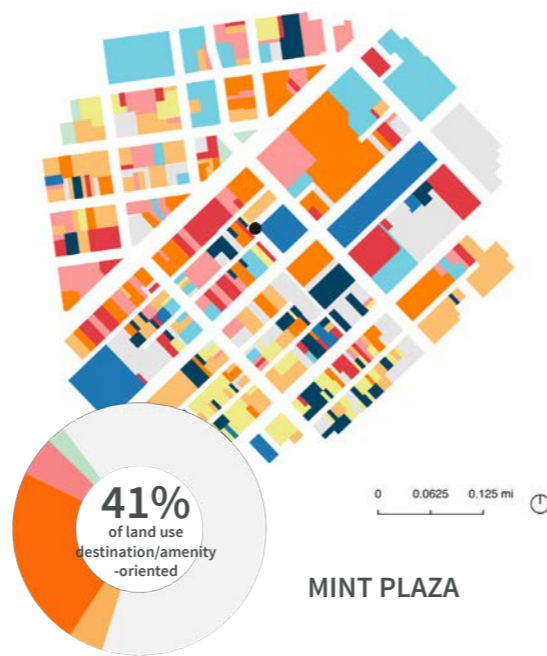
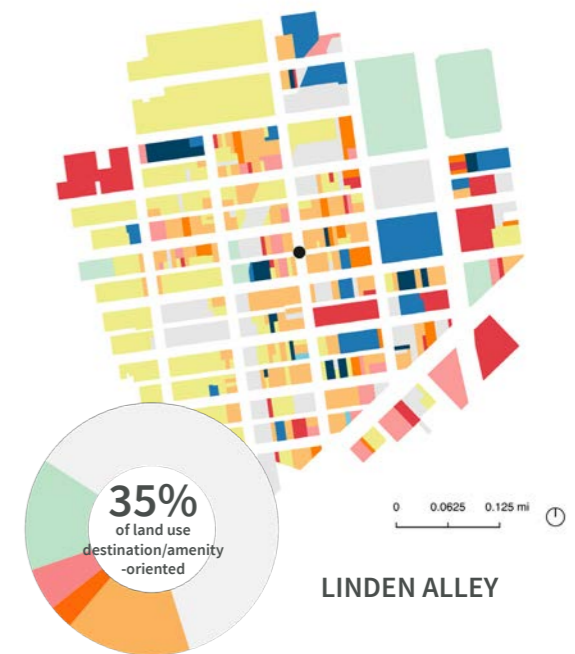
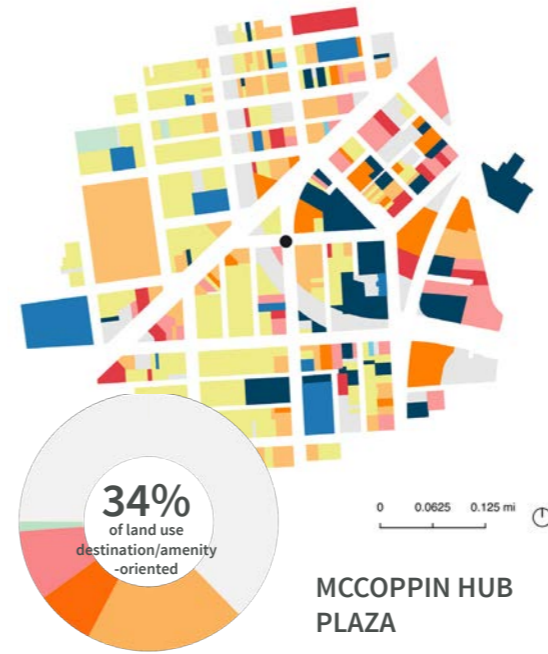
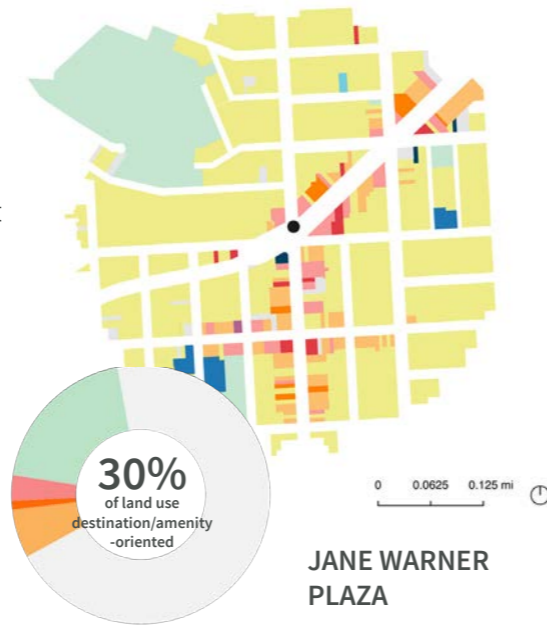


Pedestrian Block Volume vs. Plaza User Volume, Aggregated

PARAMETER 1. WELL-USED & LIVELY LAND USE WITHIN 1/4-MI OF PLAZAS

- Residential
- Office
- Mixed, with Residential
- Mixed, without Residential
- Retail/Entertainment
- Open Space/Public
- Visitor/Hotel Services
- Cultural, Institutional, Educational
- PDR (Production, Distribution, Repair)
- Medical
- Vacant or Missing Data

Destination/amenity-oriented land uses

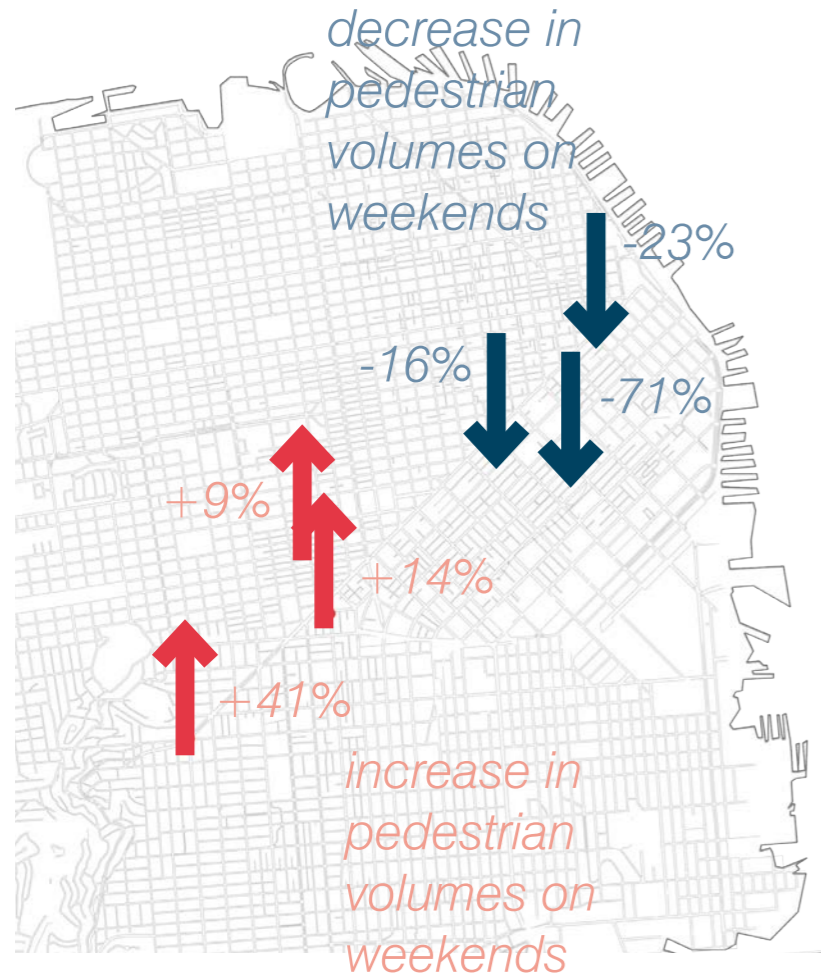


Data Source: San Francisco Planning Department

PARAMETER 1. WELL-USED & LIVELY

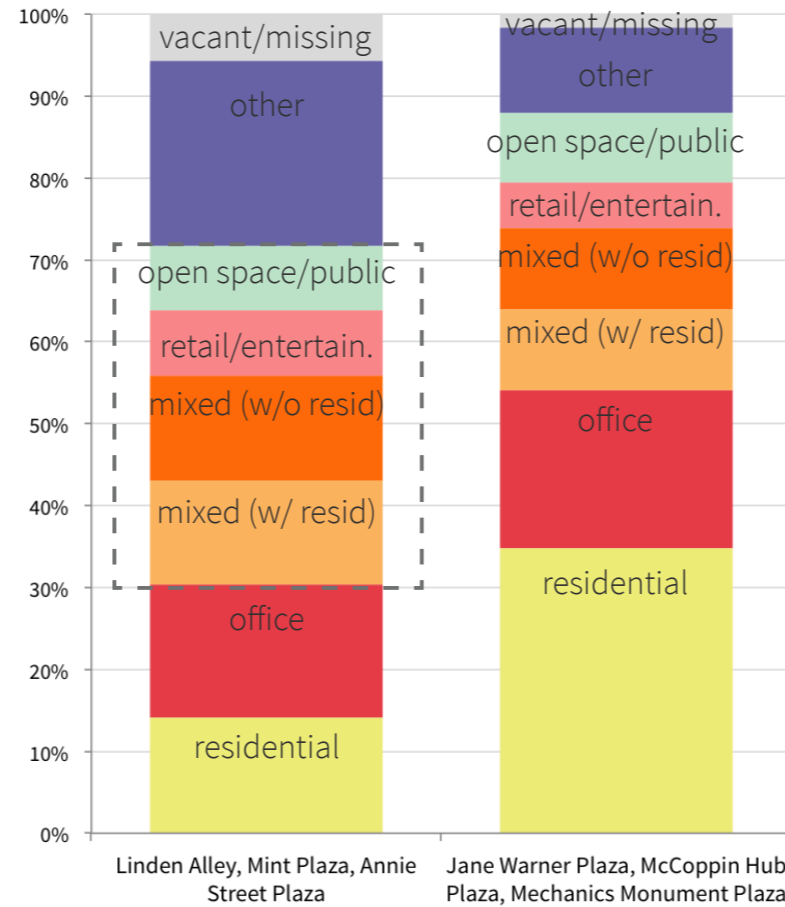
USAGE PATTERNS RELATE TO:

PEDESTRIAN VOLUME TRENDS



Pedestrian Volume Differences from Weekday to Weekend
Total volumes over 12-2 PM, 5-7 PM

LAND USE MIX



Land Use Within 1/4-mi. of Plazas
Data Source: San Francisco Planning Department

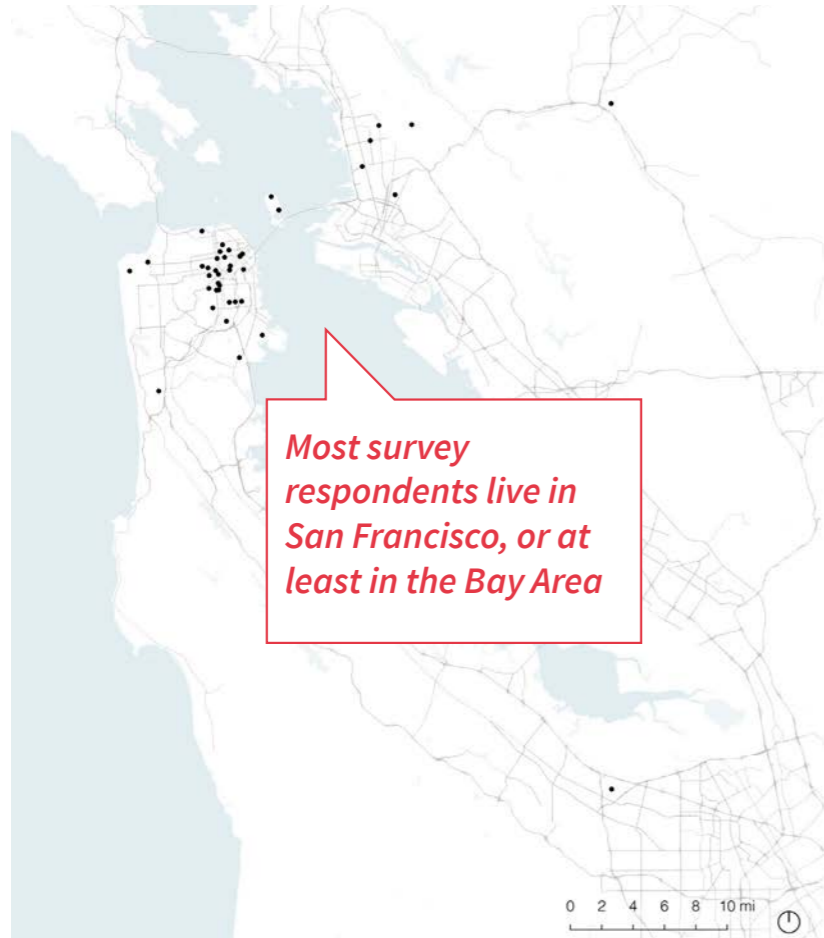
AVAILABILITY OF MOVABLE SEATING



PARAMETER 2. DRAW USERS FROM THE LOCAL COMMUNITY

USER PROFILES

USER RESIDENCES

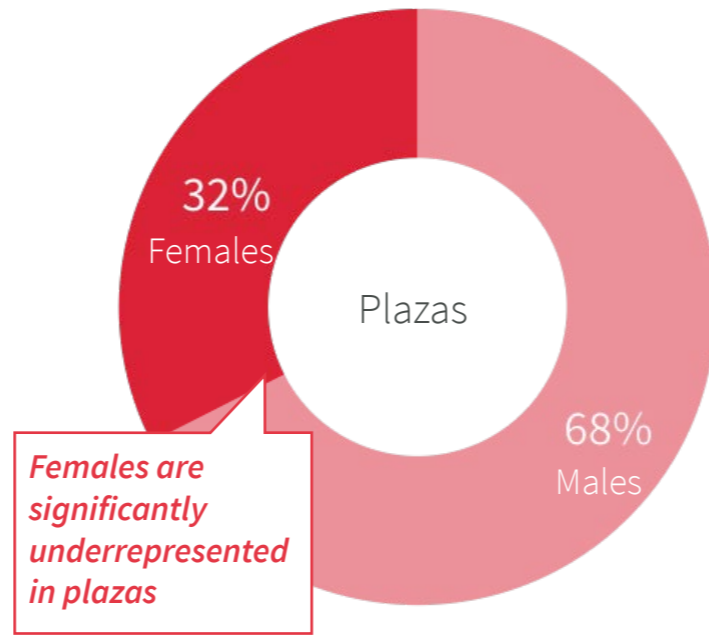


77%
LIVE IN
SAN FRANCISCO

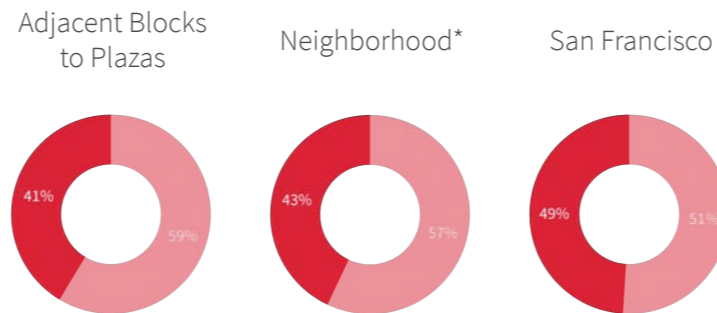
68%
WALKED OR BIKED
TO PLAZA

52%
ARRIVED IN LESS
THAN 10 MINUTES

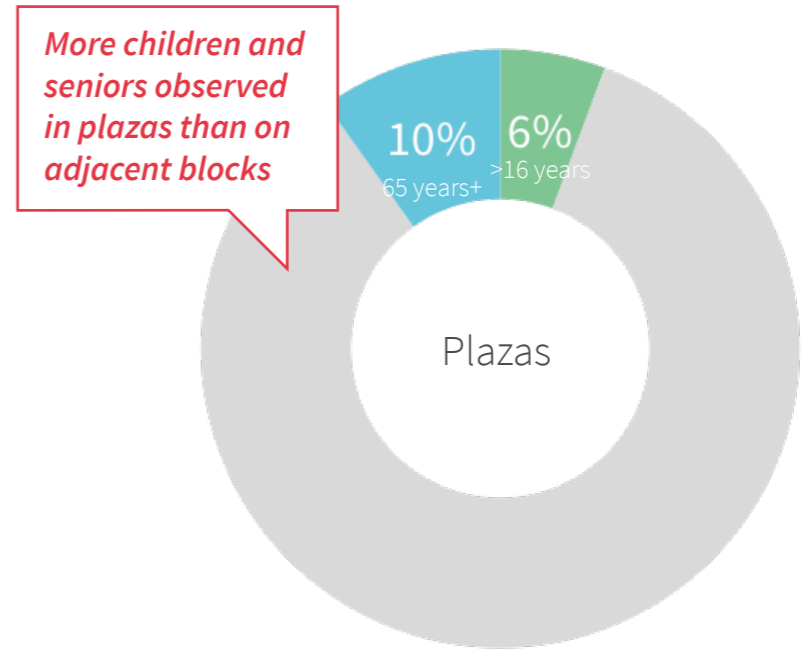
GENDER BALANCE



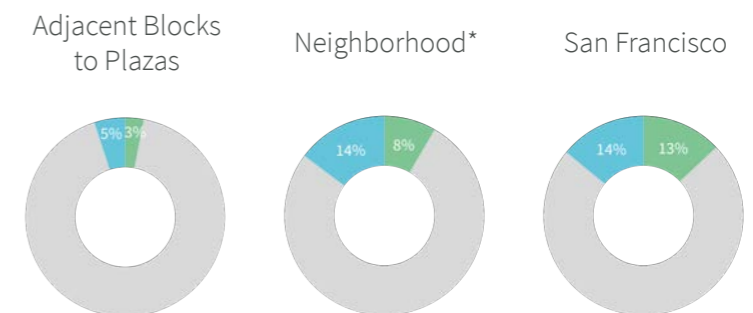
VS.



AGE BALANCE



VS.

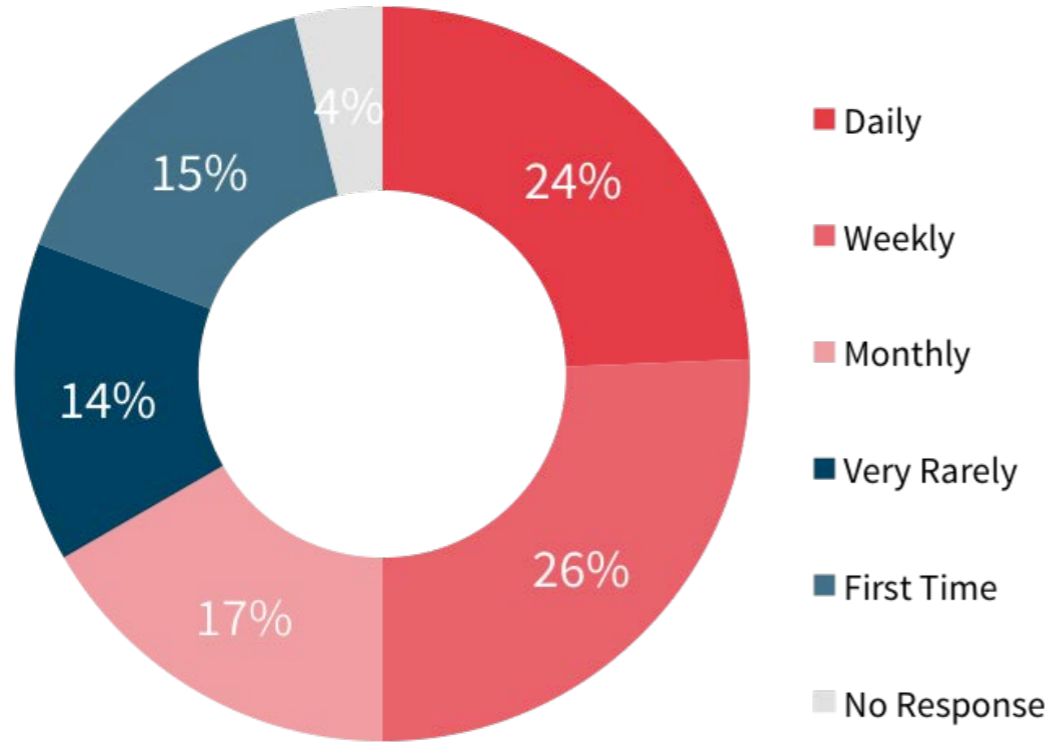


PARAMETER 2. DRAW USERS FROM THE LOCAL COMMUNITY

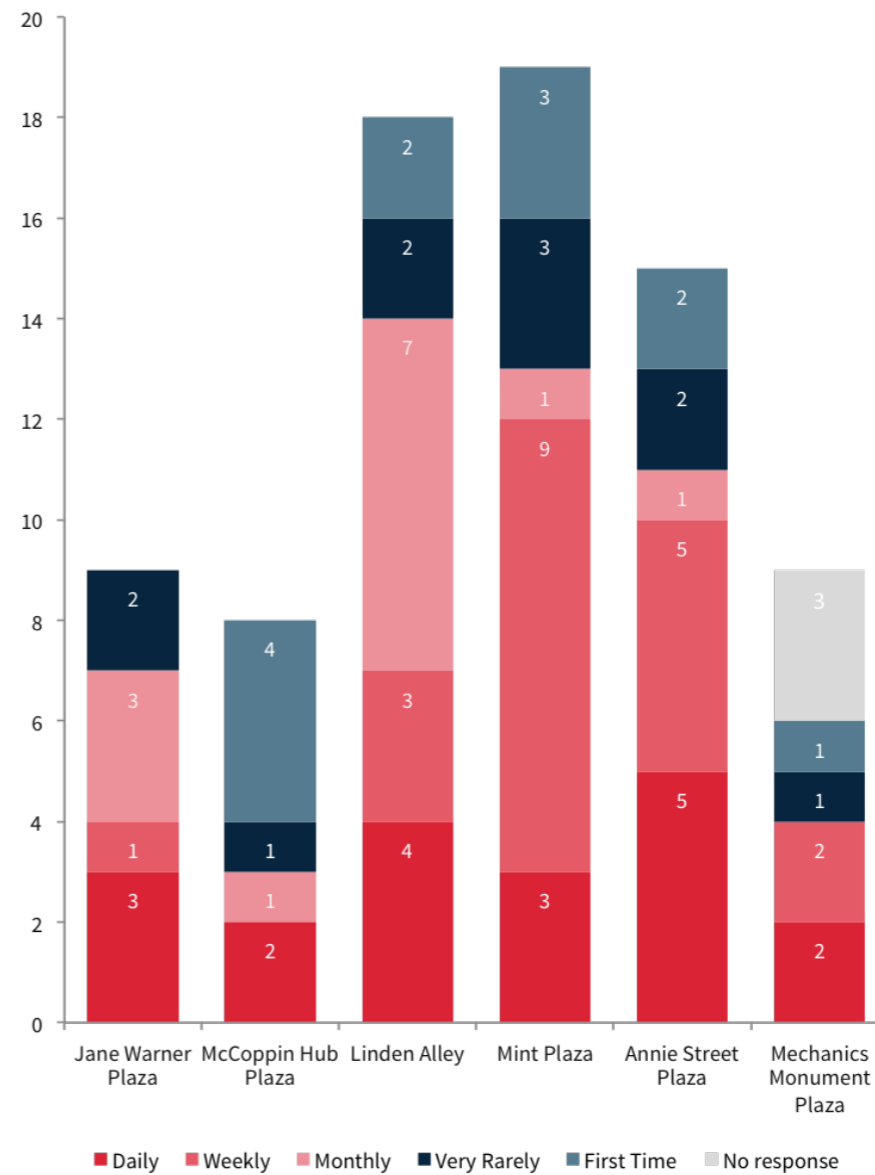
HOW OFTEN & WHY DO THESE USERS VISIT?

FREQUENCY OF VISIT

Aggregated, all Plazas



By Plaza

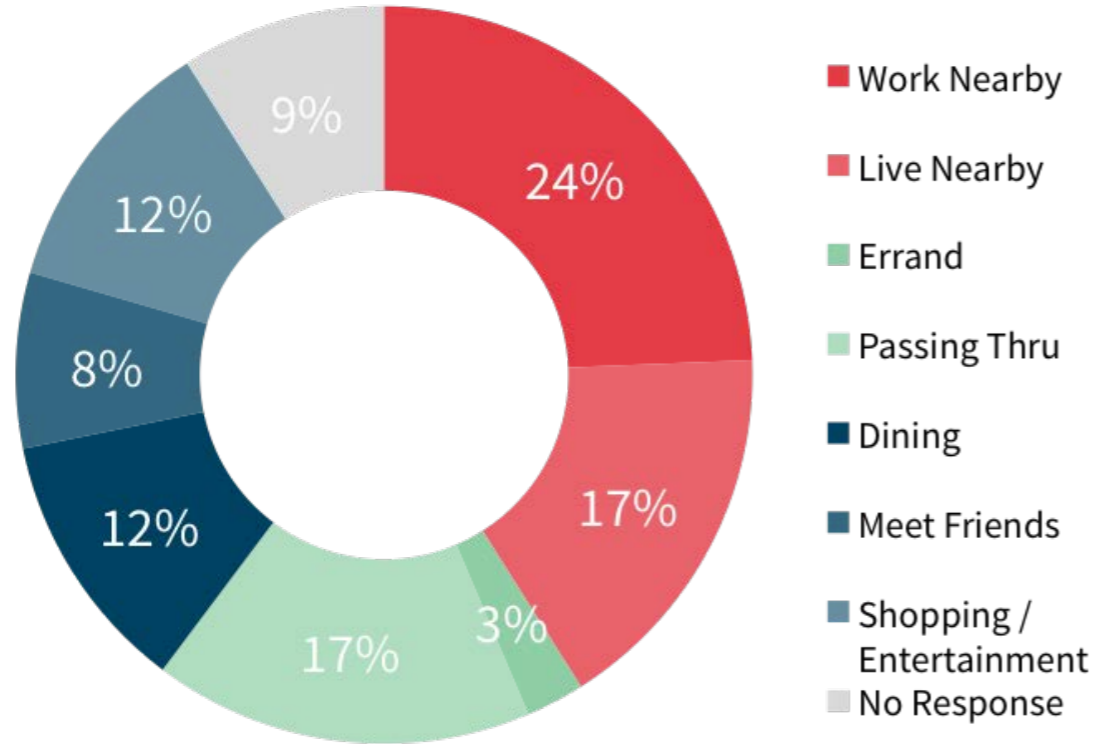


PARAMETER 2. DRAW USERS FROM THE LOCAL COMMUNITY

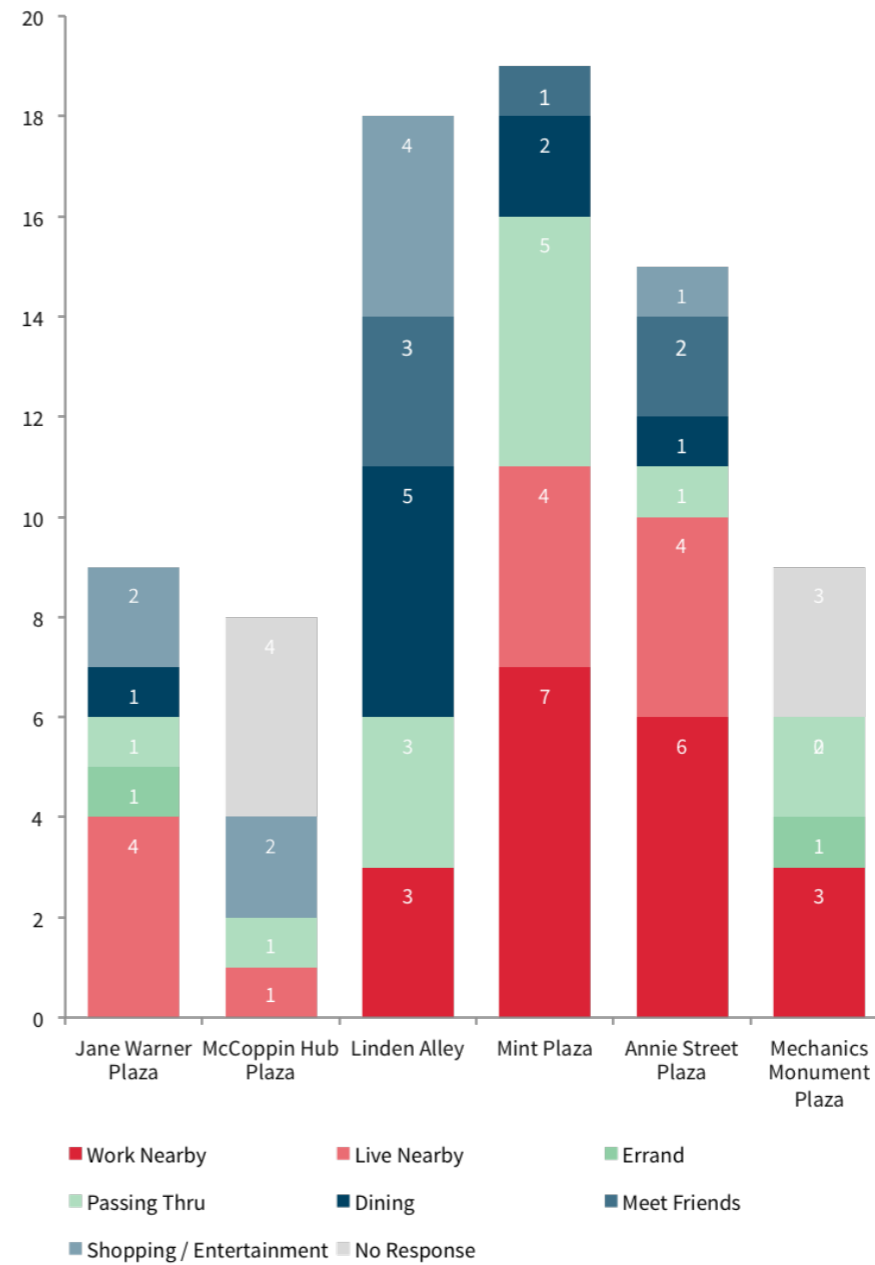
HOW OFTEN & WHY DO THESE USERS VISIT?

REASON FOR VISIT

Aggregated, all Plazas



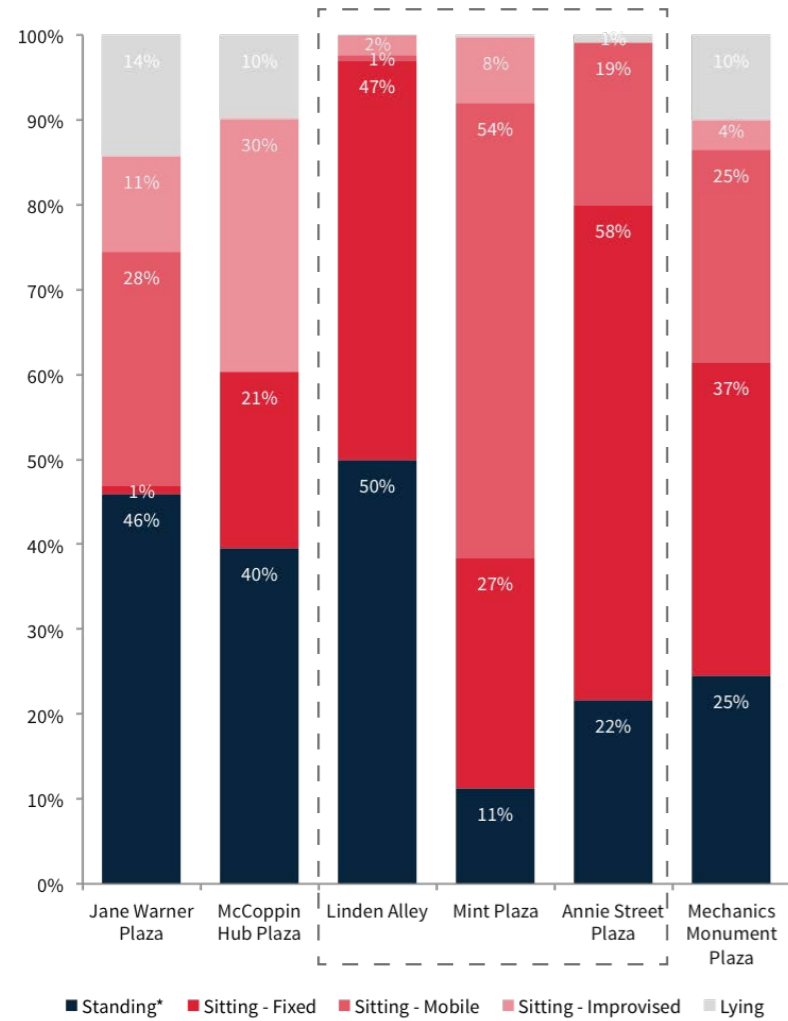
By Plaza



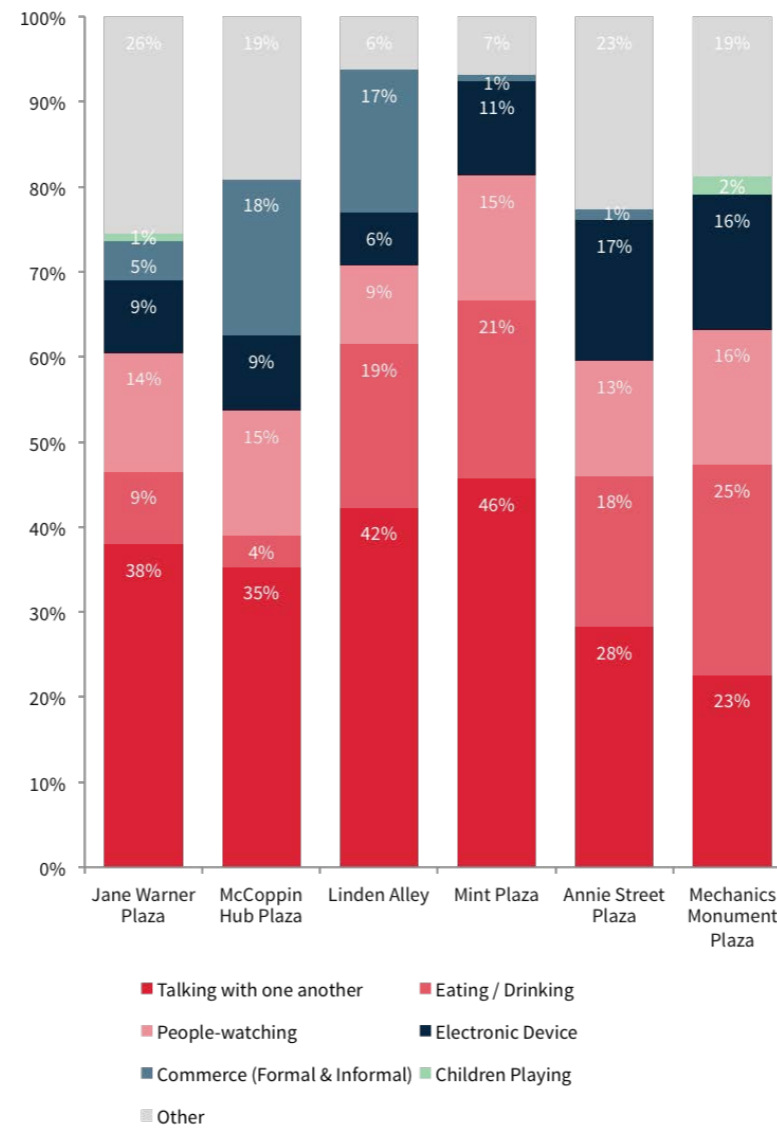
PARAMETER 3. SUPPORT VARIOUS USES, ESPECIALLY SOCIAL OPPORTUNITIES

HOW DO PLAZAS ALLOW PEOPLE TO ENGAGE BOTH WITH THE SPACE AND EACH OTHER?

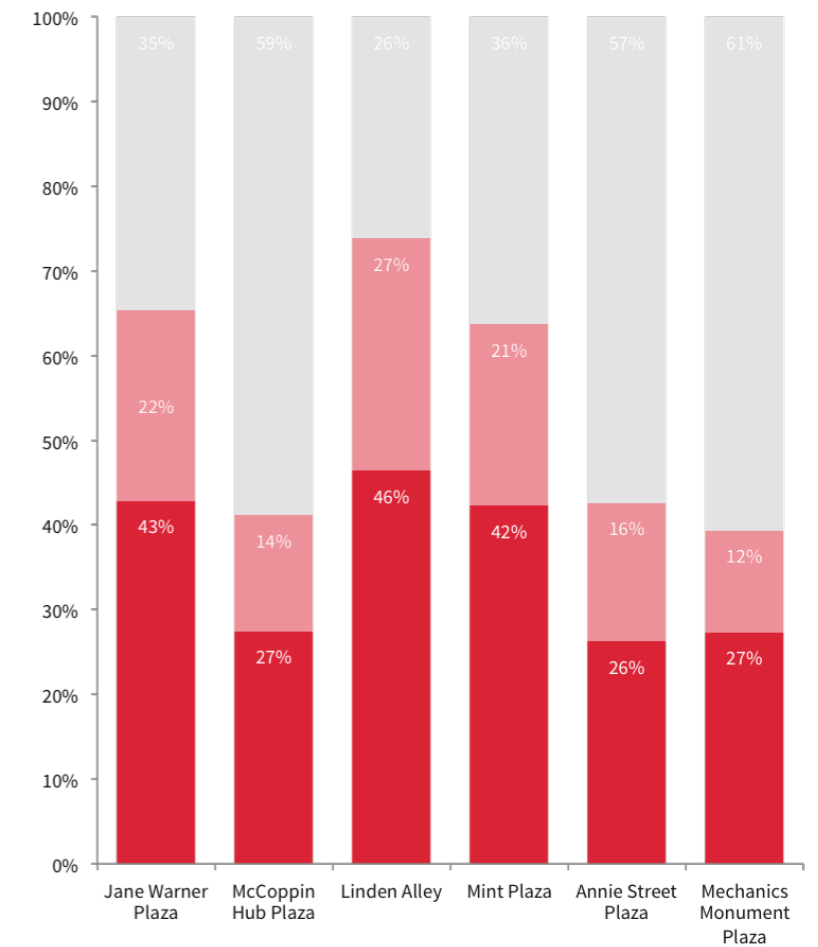
OBSERVED USER POSTURES



OBSERVED USER ACTIVITIES



OBSERVED USER GROUPINGS

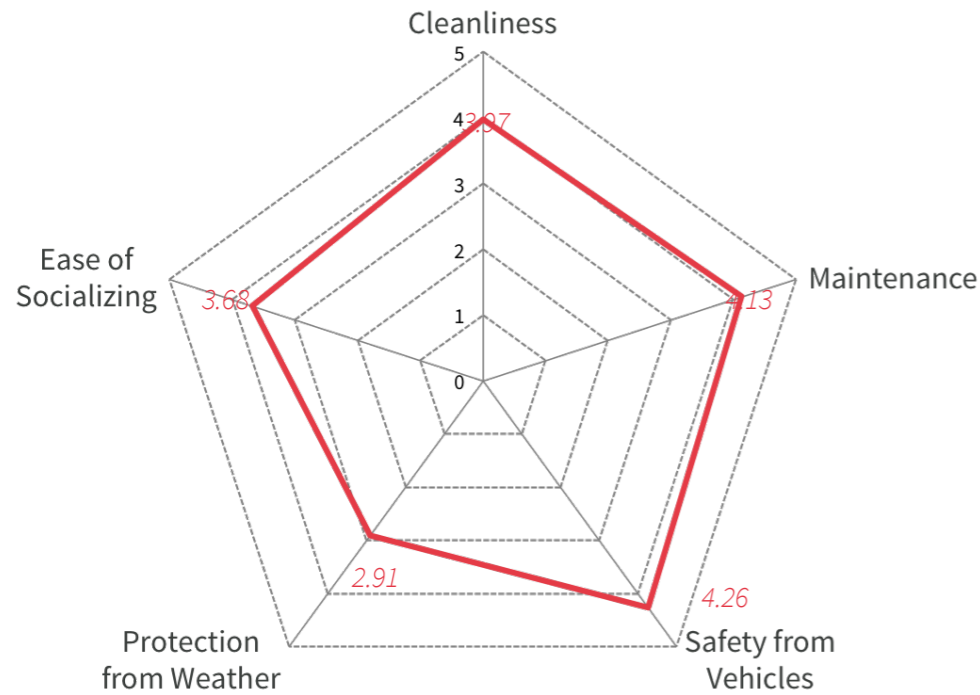


PARAMETER 4. PERCEIVED POSITIVELY BY THEIR USERS

HOW ARE PLAZAS PERCEIVED? ARE USERS SATISFIED?

USER SATISFACTION

Aggregated, all Plazas in Summer 2015 Survey



— 2015-July

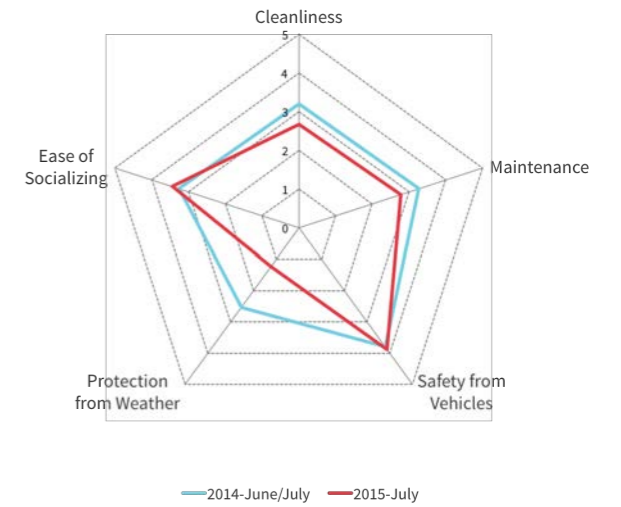
User Satisfaction by Plaza		Cells in blue = Higher than overall average				
	No. of Responses	Cleanliness	Maintenance	Safety from Vehicles	Protection from Weather	Ease of Socializing
Jane Warner Plaza	9	2.67	2.78	3.89	1.22	3.44
Linden Alley	18	4.22	4.22	3.44	2.61	3.56
McCoppin Hub Plaza	8	4.33	4.50	4.57	4.43	4.29
Mint Plaza	19	4.21	4.37	4.42	3.89	3.58
Annie Street Plaza	15	4.20	4.40	4.80	3.07	4.13
Mechanics Monument Plaza	9	3.63	4.13	4.88	1.50	3.13
Overall Average, Category	78	3.97	4.13	4.26	2.91	3.68

USER SATISFACTION OVER TIME

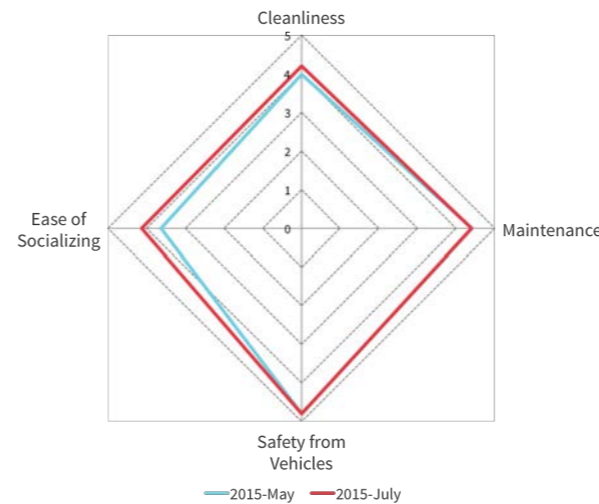
Mechanics Monument Plaza:
vs. June/July 2014 (N=13)



Jane Warner Plaza:
vs. June/July 2014 (N=15)



Annie Street Plaza:
vs. May 2015 (N=70)*

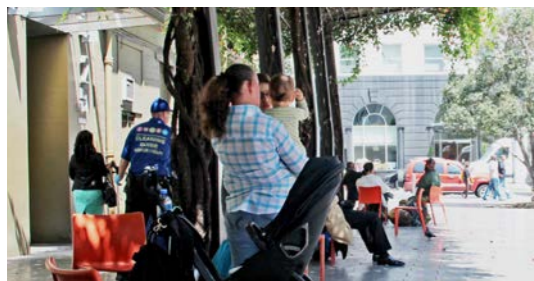


* Note: 'Protection from Weather' not asked in May 2015 Survey

PARAMETER 4. PERCEIVED POSITIVELY BY THEIR USERS

HOW DO OPERATIONS AND MAINTENANCE COMPARE ACROSS PLAZAS?

Operations and Maintenance Comparison						
	Jane Warner Plaza	McCoppin Hub Plaza	Linden Alley	Mint Plaza	Annie Street Plaza	Mechanics Monument Plaza
Management & Maintenance Entity	Castro CBD, Orphan Andy's	Public Works	Property owners	Friends of Mint Plaza (Non-profit)	Yerba Buena CBD	Public Works
Steward On Site Daily (or Almost Daily) (Y/N)	N	N	Y: Informal	Y: Informal	Y: Informal	Y: Informal
Litter SCHEDULED (Y/N)	Y	Y	Y	Y	Y	Y
Programming/Events in 2014: Entity, Scheduled Months, Average Frequency	(1) 'People in Plazas', July-Sept, 2x/Month; (2) CBD, June-Dec, 5x/Month	'People in Plazas', July-Oct, 3-5x/Week	None	(1) 'People in Plazas', July-Oct, 1x/Week; (2) Weekly food trucks/coffee kiosk	CBD, Feb-July, 1-2x/Week	'People in Plazas', Sept, 1x/Week
Ensures diversity of seating available (movable seating)	Y; weekends, until evening	None	None	Y; weekdays/ends, until evening	Y; weekdays, until evening	Y; weekdays, until evening



Stewardship efforts can strongly influence user perception & use of plaza



4

RECOMMENDATIONS & CONCLUSION

FOR LIVELY, INCLUSIVE, SUCCESSFUL PLAZAS:



Annie Street Plaza (photo by Gene Stroman)

PLANNING

Consider the edge conditions to gauge comfort and user volumes.

Select sites with immediate nearby destinations and amenities.

DESIGN

Provide for comfort and choices in seating.

Include varied design features to support more activities.

Design for safety.

OPERATIONS AND MANAGEMENT

Program regularly.

Ensure cleanliness and upkeep.

SUMMARY

- Analysis of Public Life survey data and secondary research reveal that the studied plazas generally meet the report's four parameters of great plazas:

- Well-used and lively
- Draw users of the local community
- Support various uses, especially social opportunities
- Perceived positively by their users

- Therefore, plazas seem to be performing well and are proving to be of value to our communities.

- Various limitations in data

- Recommend that Pavement to Parks and the City of San Francisco to continue to enhance and create quality public spaces, rooted in demonstrations and evaluation.



PAVEMENT TO PARKS

THANK YOU!

PAVEMENTTOPARKS.ORG

STELLA.KIM@SFGOV.ORG

SUMMER 2015 VOLUNTEERS:

VINCENT AGOE
ALEX CALDWELL
ANNIE CHOI
GENISE CHOY
ABIGAIL COCHRAN

COLETTE DELLS
ALISON ECKER
JUSTIN FUNG
DAN GILLETTE

ROBIN HUEY
AUDREY KOH
XINYU LIANG
PATRICIA MOU

HENRY PAN
LEE REIS
PAUL SOHN
GENE STROMAN

PAVEMENT TO PARKS

THANK YOU!

PAVEMENTTOPARKS.ORG

STELLA.KIM@SFGOV.ORG

SF PLANNING:

**ROBIN ABAD OCUBILLO
ILARIA SALVADORI
NEIL HRUSHOWY**

UC BERKELEY:

**PETER BOSSELMANN
ELIZABETH MACDONALD
KAREN CHAPPLE**

**CREATORS, DESIGNERS,
MANAGERS, & STEWARDS
OF THESE PLAZAS**

PAVEMENT TO PARKS

THANK YOU!

PAVEMENTTOPARKS.ORG

STELLA.KIM@SFGOV.ORG

READ THE FULL REPORT "SAN FRANCISCO PLAZAS PUBLIC LIFE STUDY" BY STELLA KIM

AT THE PAVEMENT TO PARKS RESEARCH LAB:

[HTTP://PAVEMENTTOPARKS.ORG/RESEARCH-PROJECT/SAN-FRANCISCO-PLAZAS-PUBLIC-LIFE-STUDY/](http://pavementtoparks.org/research-project/san-francisco-plazas-public-life-study/)