PAVEMENT **D** PARKS

SAN FRANCISCO PLAZAS PUBLIC LIFE STUDY

Friday 10 June 2016, San Francisco Planning Department



INTRODUCTION & METHODS
 PLAZA PROFILES
 STUDY FINDINGS
 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



INTRODUCTION & METHODS

10

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PAVEMENT TO PARKS PROJECT TYPES







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





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



NEW PROTOTYPES

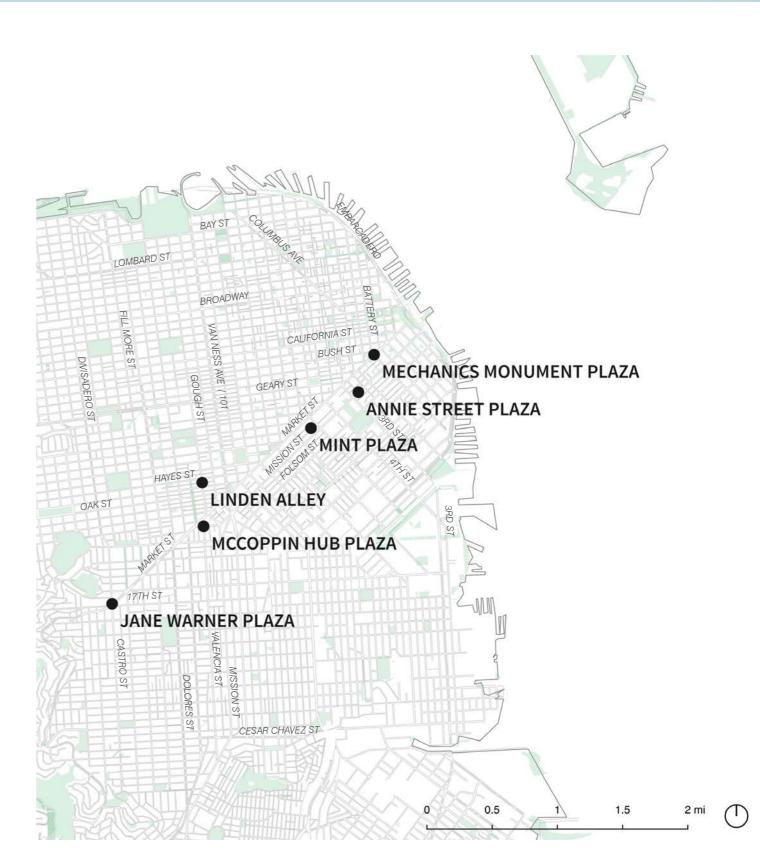
- **1** Portable Bicycle Corral
- **1** Portable Parklet
- **7** Parkmobiles
- **2** Street Stages



SUMMER 2015 PUBLIC LIFE STUDY

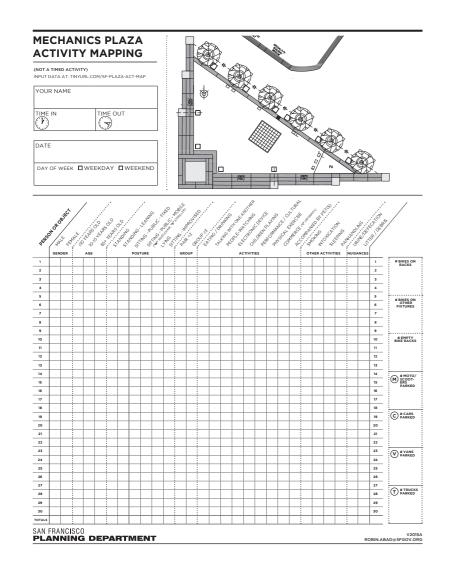
• Launched a citywide survey of plazas in Summer 2015 as part of internship

- 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





SF PLANNING'S PUBLIC LIFE STUDY INSTRUMENTS



PEDESTRIAN	PEDESTRIANS				SUBTOTAL		TOTAL
AND BICYCLE SCREENLINE COUNT		LEFT TO RIGHT → ← RIGHT TO LEFT →					
SCREENLINE COUNT							
TREET NAME ADDRESS RANGE	DIRECTION OF TRAVEL*	MALE					ŧ
ODD SIDE OF STREET							
ATE DWEEKDAY DWEEKEND		FEMALE					ŧ
IAME	15 YEARS OLD AND UNDER						≤15
	OVER 65 YEARS OLD						65+
Condition Condition	RUNNING/ JOGGING						×.
	IS YEARS OLD AND UNDER OVER 65 YEARS OLD RUNNING/ JOGGING SKATEBOARDS, ROLLERBLADES, ETC. WHEELCHAIR/ SPECIAL NEEDS						X
	WHEELCHAIR/ SPECIAL NEEDS						F
FOR EXACTLY 10 MINS)	CYCLISTS				SUBT	OTAL	TOTAL
NTER DATA AT: TINYURL.COM/SF-ST-PED-COUNT MAIL QUESTIONS TO ROBIN.ABAD@SFGOV.ORG			LEFT TO RIGHT →	← RIGHT TO LEFT	<i>→</i>	÷	
MPLE STREET BLOCK	DIRECTION	MALE					Ť
	OF TRAVEL*	FEMALE					÷
	15 YEARS OLD AND UNDER	Γ					≤15
o <u>∎</u> ∎o	OVER 65 YEARS OLD						65+
	COUNTER- TRAFFIC						٤
	ON SIDEWALK						
SCREENLINE: COUNT PEDESTRIANS AND BIKES CROSSING THIS LINE	NO HELMET						۲
	*MUST ADD UP TO 10	00%	OF SAMPLE				
• STAND FOR 10 MINUTES AT EACH SPOT, SOMEWHERE IN THE MIDDLE OF THE BLOCK							

PLAZA USER INTERCEPT SURVEY					SURVEYOR NAME						
NOTES		ADDRESS RANGE (I.E. "4005") DATE			SIDE OF STREET ODD EVEN DAY OF WEEK WEEKDAY WEEKEND		SHEET NO OF TOTALSHEETS				
W SPPEDNINIERCEPT											
	RESPOR	NDENTI	RESPO	NDENT 2	RESPON	IDENT 3	RESPON	NDENI 4	RESPOR	IDENT 5	
ET TO											
E - CARSHARE F - CAR	A B	E F	A B	E F	A B	E F	A B	E F	A B	E F	
G - OTHER	C D	G	C D	G	C D	G	C D	G	C D	G	
100SE THOSE			1								
C - RECREATION D - AVOID PARKING	A B	C D	A B	C D	A B	C D	A B	C D	A B	C D	
T TAKE YOU TO			1		1				J		
C - 10-30 MINS D - ≥ 30 MINS	A B	C D	A B	C D	A B	C D	A B	C D	A B	C D	
YOU VISIT?			1								
E - SEVERAL TIMES PER MONTH	A B	Е	A B	E	A B	Е	A B	Е	A B	Е	
F - VERY RARELY G - FIRST TIME	C D	F G	C D	F G	C D	F G	C D	F G	C D	F G	
ASON FOR			1								
E - SHOPPING F - DINING	A B	E F	A B	E F	A B	E F	A B	E F	A B	E F	
G - ENTERTAINMENT H - MEET FRIENDS	C D	G H	C D	G H	C D	G H	C D	G H	C D	G H	
LIVE?											
CITY ZIPCODE INTERSECTION											
D - \$20 T0 40 E - \$40 TO \$60	A B C	D E F	A B C	D E F	A B C	D E F	A B C	D E F	A B C	D E F	
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STATIONARY ACTIVITY MAPPING

For approx. 5 min, 2x/hour, 4x/shift

PEDESTRIAN & BICYCLE SCREENLINE COUNTS

For approx. 10 min on each side of surrounding block, 1x/hour, 2x/shift

PLAZA USER INTERCEPT SURVEYS

No. of responses vary per plaza depending on circumstances



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

PAVEMENT 10 PARKS

75+ PLAZA USERS INTERVIEWED

1,000+ PLAZA USERS OBSERVED

10,000 BLOCK PEDESTRIANS & CYCLISTS COUNTED

PLAZA PROFILES

2

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supplies · boxes

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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

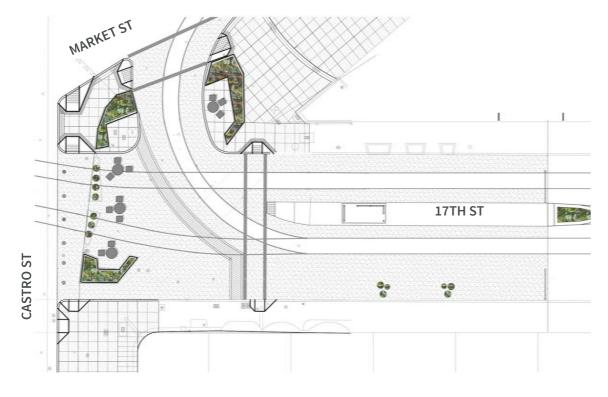
Designer Boor Bridges Architecture (Design) San Francisco Public Works (Construction)

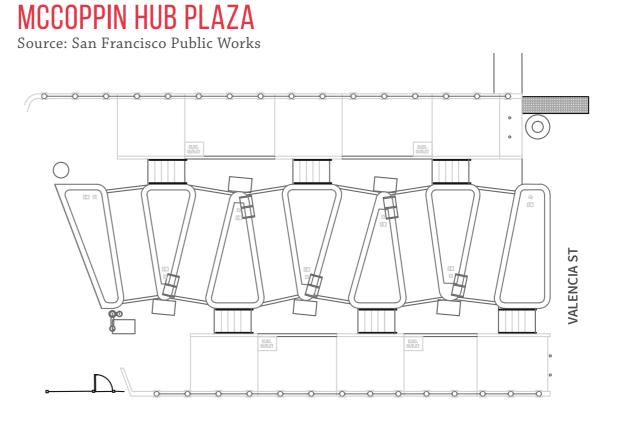
Management & Maintenance San Francisco Public Works



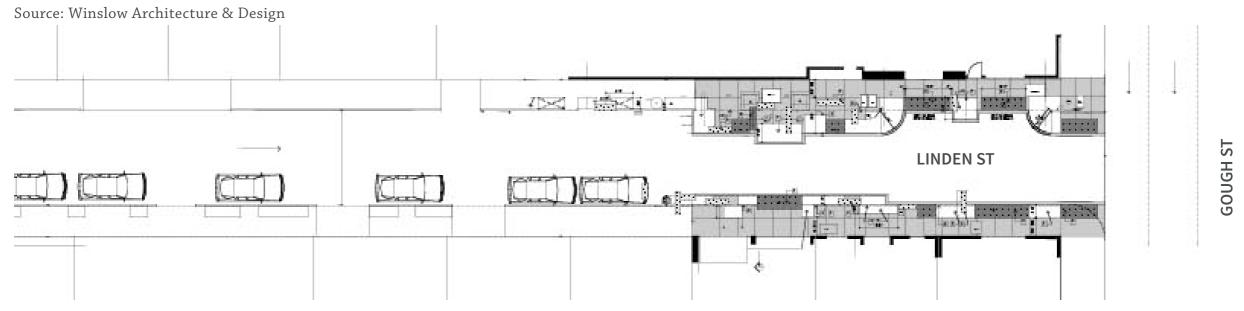
PLAZA PROFILES

JANE WARNER PLAZA Source: San Francisco Public Works





LINDEN ALLEY



*Images not at same scale



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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

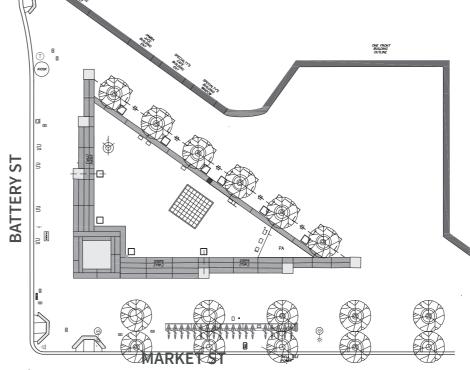
Designer San Francisco Public Works

Management & Maintenance San Francisco Public Works



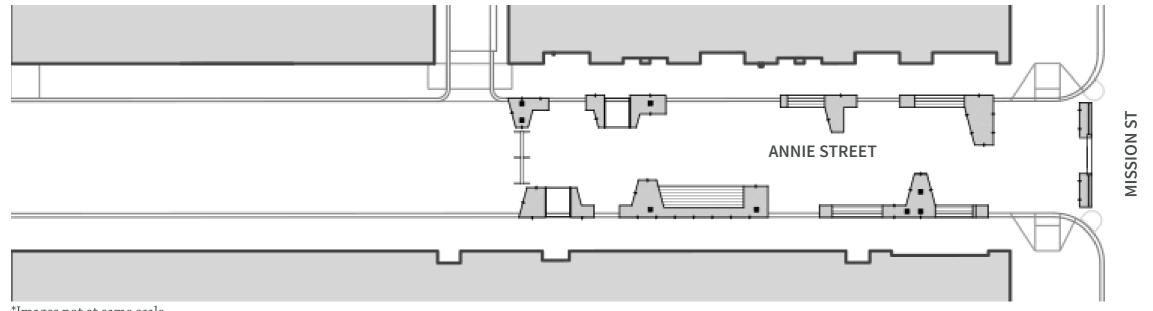


MECHANICS MONUMENT PLAZA Source: San Francisco Public Works



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 ECHANICS MONUMENT PLAZA NINE STREET PLAZA Residential Office Mixed, with Residential **JB PLAZA** Mixed, without Residential Retail/Entertainment Open Space/Public Visitor/Hotel Services Cultural, Institutional, Educational PDR (Production, Distribution, Repair) Medical **JANE WAR** NER PLAZA Vacant or Missing Data 0.25 0.5 mi T

Data Source: San Francisco Planning Department



Mechanics Monument Plaza Area PLAZA CONTEXT Population: 20,166 -Highest proportion of under 18 years (11%) - Highest proportion of fam SURROUNDING DEMOGRAPHICS households (40%) - Asian alone majority (51%) 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 MECHANICS MONUMENT PLAZA the Tract falls within 1/2-mi of the plaza ANNIE STREET PLAZA Linden Alley Plaza Area Population: 24,668 Annie Street Plaza Area - Highest proportion of Blac African American alone Population: 17,004 160 (17%)Lowest total population an MINT PLAZA population density (approx 18,000/sq. mi.) Second highest proportion of family households (33%) Mint Plaza Area Population: 35,057 - Highest total population and population density (approx. 47,000/sq. mi.) LINDEN ALLEY - Highest proportion of 65 Years and over (19%) Jane Warner Plaza Area 168.02 - Highest proportion of non-Population: 17,173 White alone (62%) - Highest proportion of Males among plaza areas (60%+) MCCOPPIN HUB PLAZA - Highest proportion of White alone among plaza areas (80%) 2 0 1 McCoppin Hub Plaza Area Population: 24,857 169 202 - Second highest total population and population density (approx. 25,000/sq. mi.) 203 Second highest proportion of males (60%+) JANE WARNER PLAZA 206 0.25 0.5 mi Data Source: U.S. Census, American Community Survey, 5-Year Estimate, 2014 Survey



STUDY FINDINGS

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LAZA

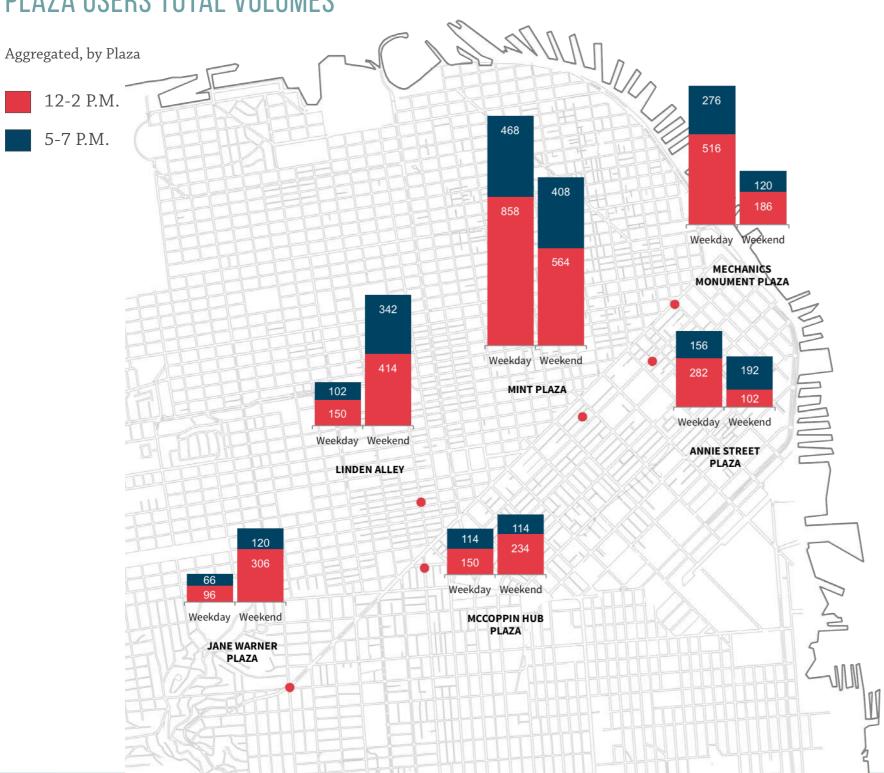
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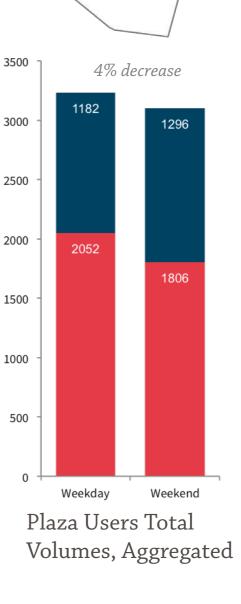
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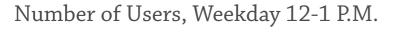
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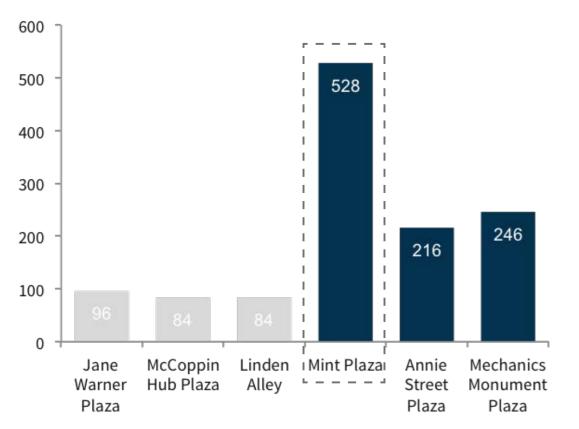
PARAMETER 1. WELL-USED & LIVELY PLAZA USERS TOTAL VOLUMES





PARAMETER 1. WELL-USED & LIVELY COMPARING USAGE ACROSS PLAZAS, AT PEAK USAGE





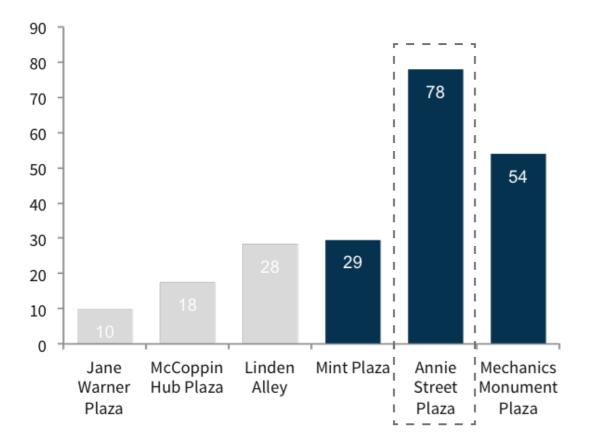
Number of Users, Weekend 12-1 P.M.



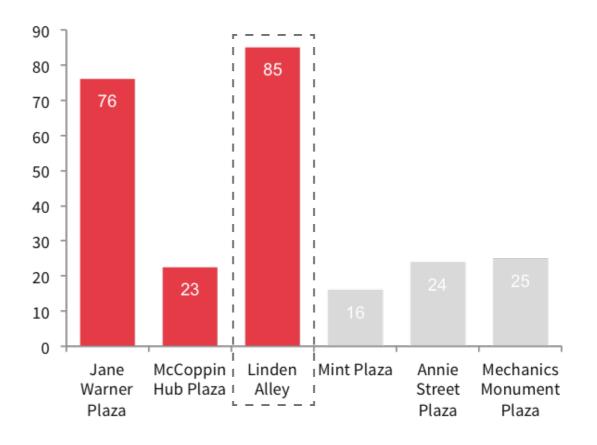


PARAMETER 1. WELL-USED & LIVELY COMPARING USAGE ACROSS PLAZAS, AT PEAK USAGE

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.

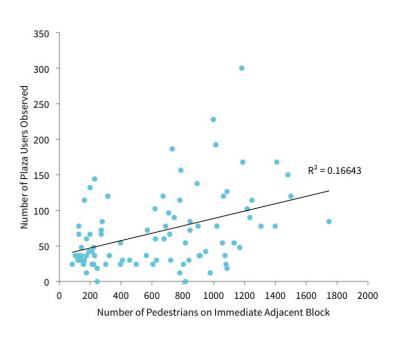




PAVEMENT 10 PARKS

PARAMETER 1. WELL-USED & LIVELY **BLOCK PEDESTRIANS TOTAL VOLUMES** 20 MARINE 20 Aggregated, by Plaza 2076 2298 3780 4836 3708 Weekday Weekend Total Total MECHANICS MONUMENT PLAZA 4146 Weekday Weekend Total Total 984 MINT PLAZA 894 894 Weekday Weekend Total Total 3786 906 LINDEN ALLEY 1374 3030 Weekday Weekend Total Total ANNIE STREET PLAZA 708 Weekday Weekend Total Total MCCOPPIN HUB PLAZA Weekend Weekday Total Total JANE WARNER PLAZA

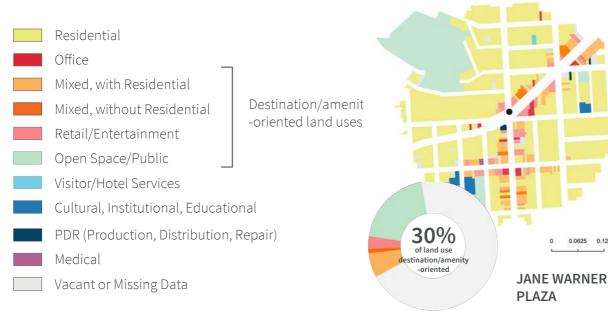
when comparing these volumes to usage...

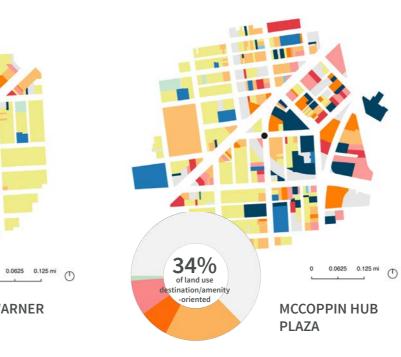


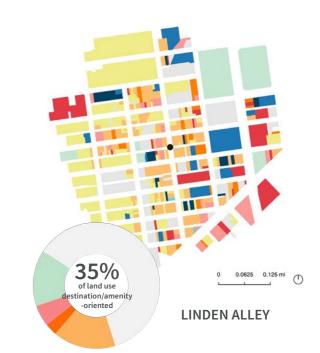
Pedestrian Block Volume vs. Plaza User Volume, Aggregated

STUDY FINDINGS

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



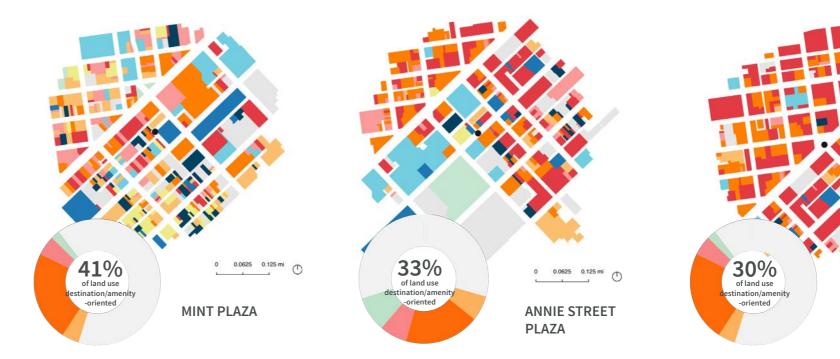




0.0625 0.125 mi

MONUMENT PLAZA

MECHANICS



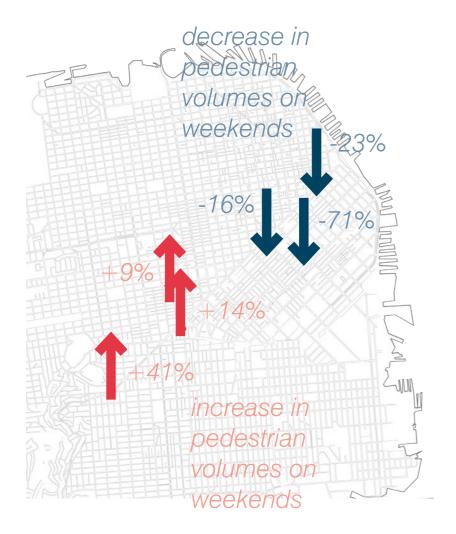
Data Source: San Francisco Planning Department



STUDY FINDINGS

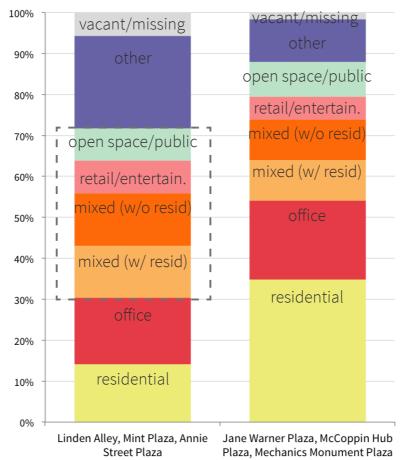
PARAMETER 1. WELL-USED & LIVELY USAGE PATTERNS RELATE TO:

PEDESTRIAN VOLUME TRENDS



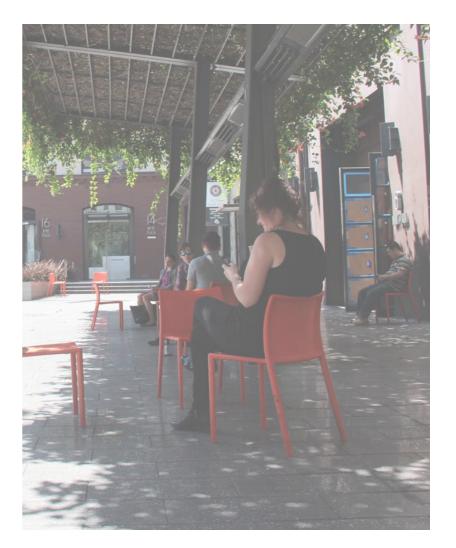
Pedestrian Volume Differences from Weekday to Weekend Total volumes over 12-2 PM, 5-7 PM

LAND USE MIX



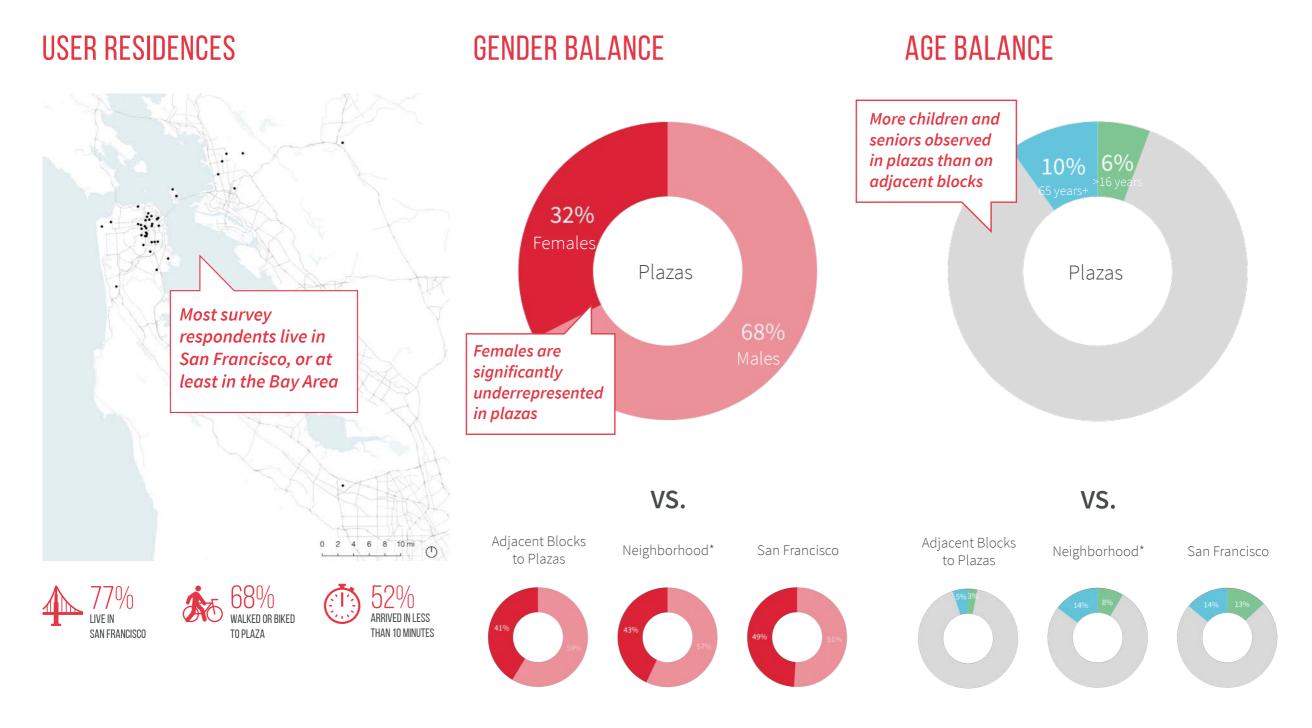
Land Use Within 1/4-mi. of Plazas Data Source: San Francisco Planning Department

AVAILABILITY OF MOVABLE SEATING





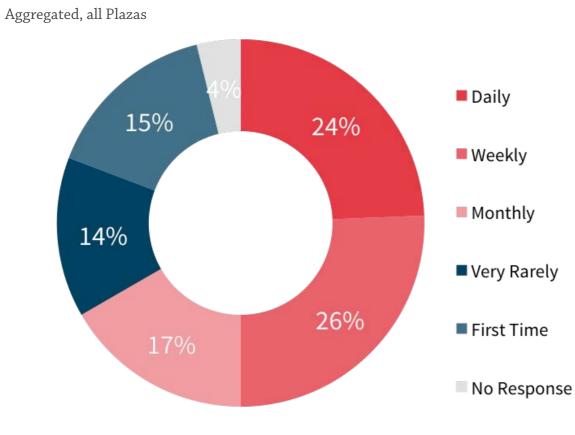
PARAMETER 2. DRAW USERS FROM THE LOCAL COMMUNITY USER PROFILES

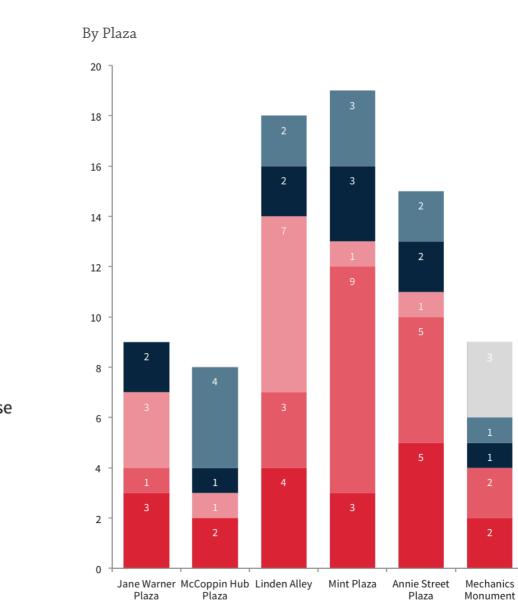




PARAMETER 2. DRAW USERS FROM THE LOCAL COMMUNITY HOW OFTEN & WHY DO THESE USERS VISIT?

FREQUENCY OF VISIT





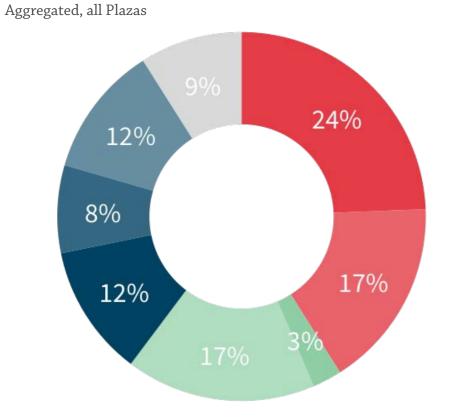
■ Daily ■ Weekly ■ Monthly ■ Very Rarely ■ First Time ■ No response



Plaza

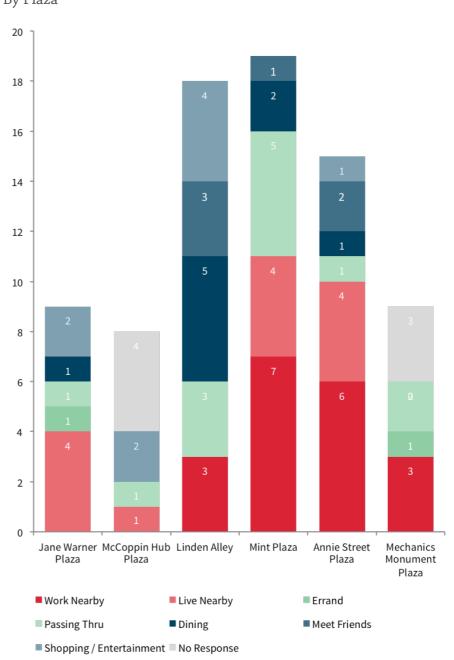
PARAMETER 2. DRAW USERS FROM THE LOCAL COMMUNITY HOW OFTEN & WHY DO THESE USERS VISIT?

REASON FOR VISIT



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- Work Nearby
 Live Nearby
- Errand
- Passing Thru
- Dining
- Meet Friends
- Shopping / Entertainment
 No Response







STUDY FINDINGS

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

100% 170 90% 80% 70% 60% 37% 50% 50% 46% 40% 40% 30% 25% 20% 22% 10% 11% 0% Jane Warner McCoppin Linden Alley Mint Plaza Annie Street Mechanics Plaza Hub Plaza | Plaza | Monument Plaza _

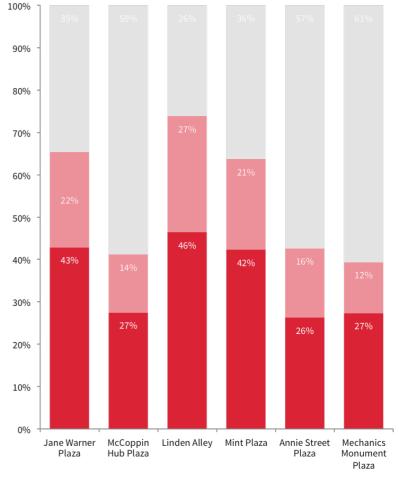
Standing* Sitting - Fixed Sitting - Mobile Sitting - Improvised Lying

OBSERVED USER ACTIVITIES

100% 17% 90% 11% 80% 16% 6% 17% 70% 9% 60% 9% 50% 40% 42% 38% 30% 20% 10% 0% Mint Plaza Jane Warner McCoppin Linden Alley Mechanics Annie Street Plaza Hub Plaza Plaza Monument Plaza Talking with one another Eating / Drinking People-watching Electronic Device Commerce (Formal & Informal) Children Playing

Other

OBSERVED USER GROUPINGS



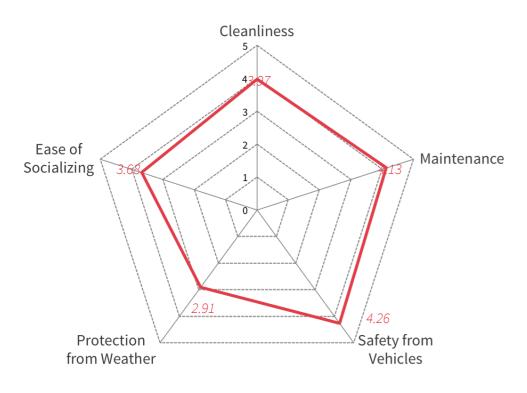
Pairs Groups Single



PARAMETER 4. PERCEIVED POSITIVELY BY THEIR USERS HOW ARE PLAZAS PERCEIVED? ARE USERS SATISFIED?

USER SATISFACTION

Aggregated, all Plazas in Summer 2015 Survey



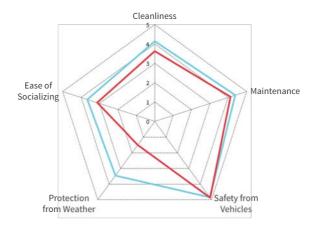
—2015-July

User Satisfaction by Plaza Cells in blue = Higher than overall average								
	No. of Responses	Cleanliness	Maintenance	Safety from Vehicles	Protec- tion 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		

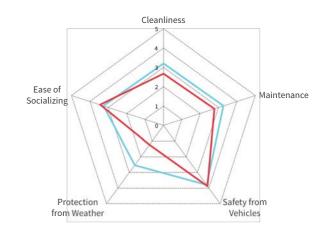
PAVEMENT ID PARKS

USER SATISFACTION OVER TIME

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



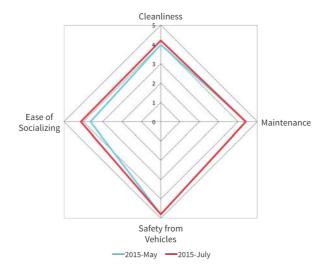
Jane Warner Plaza: vs. June/July 2014 (N=15)



2014-June/July 2015-July

—2014-June/July —2015-July

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 Compariso	n						
	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)	Ν	Ν	Y: Informal	Y: Informal	Y: Informal	Y: Informal	
Litter Scheuled (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



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RECOMMENDATIONS & CONCLUSION

4

RECOMMENDATIONS

FOR LIVELY, INCLUSIVE, SUCCESSFUL PLAZAS:



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.

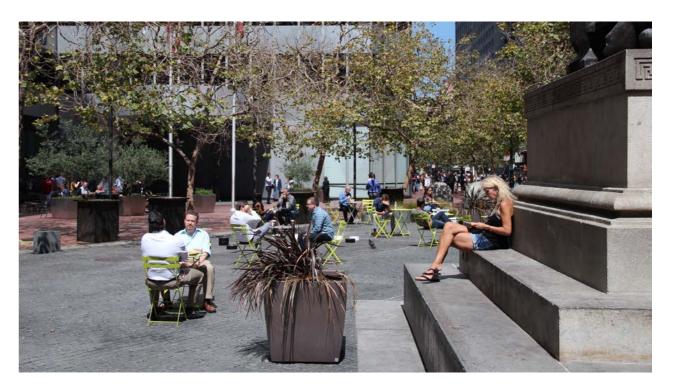


CONCLUSION

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 **ID 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

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SF PLANNING:

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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/