CIVIC CENTER PUBLIC REALM PLAN OVERVIEW

WAR MEMORIAL TRUST | JULY 13, 2017
PRESENTATION OVERVIEW

1. Introduction
2. Planning History
3. Design Challenges
4. Plan Components & Schedule
5. Discussion/Questions
1912 Bird’s Eye View of John Galen Howard Proposal for Civic Center
PLANNING HISTORY

Post-World War II plans for Civic Center focused on expansion and modernization.

“An Introductory Plan for the civic Center” by the San Francisco Department of City Planning.

“Civic Center Development Plan” prepared for the City by the offices of Wurster, Bernardi and Emmons, SOM, and DeLeuw, Cather & Company.
PLANNING HISTORY

These plans resulted in the excavation and reconstruction of Civic Center Plaza to build Brooks Hall and the Civic Center Parking Garage.

Excavation of Civic Center Plaza for the construction of Brooks Hall c. 1956.

1964 bird’s eye view showing the newly rebuilt plaza, completed in 1961.
PLANNING HISTORY

In the 1980s and 1990s, new plans were made, but most proposals for public realm were not implemented.

The most recent plan for the Civic Center’s public realm is nearly 20 years old.

Mayor Feinstein’s “Civic Center Proposal.”

Planning Department’s “Civic Center Study.”

Public Works-led “Civic Center Historic District Improvement Project” by SMWM and Olin Partnership.
Since the 1990s, the Civic Center area has grown as both an arts and culture district and as a residential neighborhood.

ACT's Strand Theater is one of a number of new arts venues in Civic Center. The conversion of 100 Van Ness from office to residential is one example of the area’s growing population. Planning is studying the potential for additional growth near the Market/Van Ness intersection.
2015 CENTENNIAL
NEW PLANS & STUDIES FOR CIVIC CENTER AREA

San Francisco Civic Center Historic District Cultural Landscape Inventory

Inventory of Civic Center's landscape features completed in 2015.

Civic Center Playground Renovation

Concept design finalized in 2015, construction began in Winter 2017.

Better Market Street

Environmental review began in 2015.

Central Market/Tenderloin Strategy


Civic Center Sustainable Utilities District Plan

SFPUC plan for Civic Center utilities district released in 2015.

Van Ness Transit Improvement Project

A new City initiative led by the Office of Economic and Workforce Development, focused on near-term improvements, activation, stewardship, and management of the public spaces linking Market Street to City Hall.
The Civic Center Public Realm Plan will build off recent plans and studies and create one coordinated, interdepartmental plan for long-term improvements to the area’s streets, plazas, and other public spaces.

**INTERDEPARTMENTAL PROJECT TEAM:**
OUTREACH
The project team will coordinate and build partnerships with Civic Center stakeholders, including:

- Residents
- Neighborhood groups
- Community Benefit Districts
- Business owners
- Property owners
- Cultural/arts organizations and patrons
- Social service providers
- Public safety officials
- Government agencies
- Civic Center event organizers
- Visitors
- Workers

Portraits of people in Civic Center from SF Planning's “Civic Center Stories” Project
WHAT CONSTITUTES THE CIVIC CENTER’S PUBLIC REALM?

**Streets**
- Polk & Grove Intersection

**Plazas & Parks**
- War Memorial Courtyard

**Other Public Spaces**
- Brooks Hall
SAN FRANCISCO’S CIVIC HEART

...HOW HEALTHY IS IT TODAY?
Example: Wide roadways like Grove Street are barriers to pedestrian movement and lack a unified lighting or landscape design.
Example: Parking and loading often dominates Fulton Street at Pioneer Monument.
Challenges: Inactive Ground Floors

Example: The ground floor of Davies Symphony Hall at Van Ness Avenue and Grove Street.
Example: Civic Center Plaza, Fulton Street, and United Nations Plaza lack a holistic, long-term plan that balances competing uses and desires for the spaces.
Example: Removal of public seating throughout the area has resulted in spaces that are unwelcoming to all users.
Example: Lack of streetscape design standards has resulted in a patchwork of paving, landscaping, and lighting that detracts from sense of place.
例：布鲁克斯大厅，位于公民中心广场下方的原会议设施，目前用于储藏。

"挑战：未充分利用的公共资产"

Example: Brooks Hall, the former conference facility beneath Civic Center plaza is currently used for storage.
CHALLENGE: THREE SCALES OF ACTIVATION

Day to Day

- CIVIC CENTER PLAZA LAWNS

Weekly Events

- HEART OF THE CITY FARMERS MARKET

Special Events

- MARRIAGE EQUALITY CELEBRATION
CHALLENGE: EVENING ENVIRONMENT
Public Life Study

Analyses of how people use the public realm throughout the day. Findings will inform design decisions and serve as the basis for testing ideas for improvements through temporary, physical installations.

Conducted in partnership with the San Francisco office of Gehl, a Danish firm that pioneered methodologies for studying public space around the world.
Public Life Study Survey Dates

Surveys and data collection took place all day from 8:00 am to 8:00 p.m. on 5/25, 5/27, 6/7 and 6/10
The War Memorial was one of the study’s focus areas.

Volunteers counted the number of people walking and biking through the area and recorded information on their demographics and what activities they engaged in while in the space.
PLAN COMPONENTS

Streetscape Design Standards

Locations and design palettes for streetscape amenities (lighting, paving, sidewalk furnishings) compatible with historic district guidelines.
Transportation Infrastructure Plan

Plan for changes to the transportation infrastructure throughout the plan area including parking/loading, roadway lane configuration, transit improvements, and pedestrian and bicycle facilities.
Focus Area Conceptual Designs

Conceptual designs for key public spaces and streets within the area.
DESIGN FOCUS AREAS: STREETS

POLK STREET

LARKIN STREET

GROVE STREET

ALLEYWAYS

FULTON/FRANKLIN
Fulton/Franklin Gateway

The City team would like to work with the War Memorial and its users to study ways to make the Fulton/Franklin intersection and the western entrance to the War Memorial Courtyard a more welcoming gateway to Civic Center.
DESIGN FOCUS AREAS: PUBLIC SPACES

- CIVIC CENTER PLAZA
- PIONEER MONUMENT
- U.N. PLAZA
- BROOKS HALL
- BILL GRAHAM CIVIC
DESIGN FOCUS AREAS: PUBLIC SPACES

Prime Consultant: CMG

- MINT PLAZA, San Francisco, CA
- LOWER SPROUL PLAZA, Berkeley, CA
- TREASURE ISLAND, San Francisco, CA
- MOSCONCE CENTER EXPANSION, San Francisco, CA
- ST. JAMES PARK, San Jose, CA
DESIGN FOCUS AREAS: PUBLIC SPACES

Sub-Consultant Team:

- Tactical Projects & Urban Design:
- Economic Modeling & Management:
- Architecture:
- Historic Resources:
- Outreach & Public Participation:

- Structural Engineering:
- Mechanical, electrical, & plumbing:
- Lighting Design:
- Civil Engineering & Green Infrastructure:
- Cost Estimation:

- Gehl
- HRA
- InterEthnica
- KENNERLY ARCHITECTURE & PLANNING
- a+h
- M LEE CORPORATION
- JS NOLAN + ASSOCIATES LIGHTING DESIGN, LLC
- Lotus Water
Reuse & Activation Plan

Plan for reusing and activating under-used public spaces, focused on both programming and long-term changes that will increase public use and enjoyment of Civic Center.
Implementation & Management Strategy

Public space management, operations, and implementation/funding strategies for Civic Center’s public spaces will be developed as part of the plan.
Environmental Review

The project scope includes environmental review and the Planning Department anticipates preparing a full environmental impact report for the Plan.
## PLAN TIMELINE

*Subject to change*

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<thead>
<tr>
<th>Activity</th>
<th>Dates</th>
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<tbody>
<tr>
<td>Existing Conditions Analysis &amp; Public Life Study</td>
<td>NOW – SEPT. 2017</td>
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<tr>
<td>Plan Development &amp; Community Engagement</td>
<td>AUG. 2017 – AUG. 2018</td>
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<tr>
<td>Environmental Analysis</td>
<td>APR. 2018 – APR. 2020</td>
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<tr>
<td>Plan Adoption Hearings</td>
<td>APR. 2020 – JULY 2020</td>
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Community outreach will be on-going throughout the Plan’s development, with major outreach events anticipated to begin Fall 2017.
DISCUSSION & QUESTIONS

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THANK YOU!