

MARKET STREET PROTOTYPING FESTIVAL

COMMUNITY • CAPACITY • CONNECTION

*How can we empower and reflect the creativity of our **communities** in our streets?*

*How can we increase our collective **capacity**?*

*How can we increase **connectivity** of people to each other and their neighborhoods?*

These are some of the questions asked as San Francisco moves forward with its efforts to redesign and enhance Market Street, the City's main thoroughfare and civic backbone.

Made possible through a \$225,000 grant from the John S. and James L. Knight Foundation, the San Francisco Planning Department and Yerba Buena Center for the Arts (YBCA) are partnering to create the Market Street Prototyping Festival.

Committed to increasing our collective capacity, the Festival serves as a prime example of collaboration between city agencies and civic innovators. The Festival process honors San Francisco's ongoing commitment to empower the community by ensuring ideas, gathered through a collective, people-centered, effort will be incorporated into the planning and design process of public space. This commitment, together with recognizing the critical role artists and arts organizations play in civic life and place. San Francisco is at the helm of the exciting journey of blending community, art and innovation with the redesign of public space.

Any person, business or organization is welcome to submit a proposal for a prototype, or model, which physically demonstrates a new idea to help improve Market Street by addressing one or more of the following goals - all focused on increasing opportunities to connect people to the communities and neighborhoods on Market Street.

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Goals:

- Create a unique identity or “story” reflecting Market Street’s unique neighborhoods
- Encourage and promote engagement between Market Street’s diverse populations
- Increase invitations to relax, socialize, interact and enjoy
- Improve pathways and relationships between neighboring areas to help find common ground
- Make the street more welcoming to underrepresented populations
- Address micro-climates along Market
- Improve the aesthetic experience of buildings and landscaping

Up to 50 projects will be chosen from hundreds of submissions from around the world. Submissions are expected to include a wide variety of projects such as creative forms of street furniture, performance art, interactive maps and signage, and new styles of lighting. The most promising prototypes will have the potential to work with the City to become more robust installations along Market Street through its Make Your Market initiative and the Better Market Street project.

Matched with one of five Festival Districts on Market Street (Civic Center, Central Market, Retail Heart, Financial District and Embarcadero), selected project teams will receive a \$2,000 stipend for materials and work directly with a District Captain and Community Cohort leaders over the summer to shape the implementation of their designs. Public engagement events held this summer will allow additional input from the community for further exploration of each prototype’s goals.

For three days in October, the finalists will display their work to more than 300,000 people on Market Street from the Embarcadero to Van Ness Avenue, spanning nearly two miles in the heart of downtown. We will work collectively to nurture important and innovative ideas throughout this process, forming new partnerships to achieve extraordinary results.

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The Yerba Buena Center for the Arts (YBCA) and the San Francisco Planning Department partnered, with the generous support of the Knight Foundation, to make the Market Street Prototyping Festival possible. For YBCA, the Festival demonstrates the central role art plays in civic engagement, leading to more connections between people, greater community investment and in effect, a better quality of life. For the Planning Department, the Festival provides a more open, engaging and creative methodology for the public engagement process, allowing citizens and stakeholders to enter into new forms of partnerships to redesign Market Street - demonstrating a commitment towards finding innovative solutions to improving public spaces and experiences in a way that actively engages the community and encourages new perspectives. For the Knight Foundation, the Festival will serve as a model for cross-city learning and neighborhood re-development.

The [John S. and James L. Knight Foundation](#) supports transformational ideas that promote quality journalism, advance media innovation, engage communities and foster the arts. The foundation believes that democracy thrives when people and communities are informed and engaged. For more information, visit knightfoundation.org.

The [San Francisco Planning Department](#), under the direction of the Planning Commission, plays a central role in shaping the future of our City by generating an extraordinary vision for the General Plan and in neighborhood plans; fostering exemplary design through planning controls; improving our surroundings through environmental analysis; preserving our unique heritage; encouraging a broad range of housing and a diverse job base; and enforcing the Planning Code. For more information, visit sfplanning.org.

[Yerba Buena Center for the Arts](#) (YBCA), located in San Francisco's Yerba Buena cultural district, is one of the nation's leading multidisciplinary contemporary arts centers. With a belief that contemporary art is at the heart of community life, YBCA brings audiences and artists of all backgrounds together to express and experience creativity. The organization is known for nurturing artists at the forefront of their fields and presenting works that blend art forms and explore the events and ideas of our time. As part of its commitment to the San Francisco Bay Area, YBCA supports the local arts community and reflects the region's diversity of people and thought through its arts and public programming. For more information, visit ybca.org.

[Make Your Market Street](#) is a City initiative that is inviting a new and vital public life into Market Street's sidewalks and plazas. In partnership with its Community Benefit and Business Improvement Districts, the City is aiming to make San Francisco's busiest street into a place where its most creative and engaged people experiment with how to make a more beautiful, livable and vibrant city. Over the next few years, while the City finishes its grand plan for a Better Market Street, Make Your Market will be bringing a wide variety of activities and installations to the sidewalks - Living Innovation Zones, commercial pop-ups, temporary stages, playful street furnishings, moveable tables and chairs and all the inventive, unexpected ideas that people and communities contribute to urban life. So come make your mark on Market Street!

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The Market Street Prototyping Festival builds upon a larger effort to redesign Market Street. Since 2011, multiple City agencies have focused their attention toward improving and enhancing Market Street's public space through the Better Market Street project bettermarketstreetsf.org, a five-year, multi-agency effort led by San Francisco Public Works to re-establish, improve and enhance San Francisco's civic backbone.

Surveys conducted during public outreach for the Better Market Street project found that placemaking ranked as the highest priority among respondents. Placemaking is a planning and design strategy that draws inspiration from the local community to create public spaces that promote health, happiness, public engagement and well-being. A new multi-use zone concept within the existing sidewalk known as the Streetlife Zone is intended to invite diverse public life, create continuity along Market Street and promote opportunities to integrate walking, biking and public transit. Once introduced, the Streetlife Zone was found to be the most likely idea to strengthen Market Street as a destination.

Neil Hrushowy, manager of the San Francisco Planning Department's City Design Group, approached the John S. and James L. Knight Foundation to support a community or public-led effort to help imagine ways to activate the Streetlife Zone. Committed to promoting ideas that advance community engagement and foster the arts, the Knight Foundation encouraged a partnership between the San Francisco Planning Department and the Yerba Buena Center for the Arts. Finding unity in their commitment to collaborative, people-centered placemaking, the Market Street Prototyping Festival was born.

Urban Prototyping Festival

The Market Street Prototyping Festival of 2014 is a natural progression of the innovation displayed by San Francisco nonprofits Gray Area Foundation for the Arts and Intersection for the Arts as they directed the 2012 Urban Prototyping (UP) Festival. The two-day event spanned Fifth Street from Market to Howard Streets, and included 23 commissioned projects that addressed specific conditions of the UP focus area while meeting the scalable, replicable and affordable requirements.

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Deborah Cullinan

Executive Director, Yerba Buena Center for the Arts

Deborah is the outgoing Executive Director of Intersection for the Arts. Under her leadership, Intersection achieved a strong reputation as a powerful arts-focused community development organization committed to radical partnership across sectors to achieve equitable community change. Intersection is playing a lead role on the 5M Project, a 4-acre prototype for the next generation of urban development that embraces diversity of thought, life experience, and culture.



Neil Hrushowy

Manager, City Design Group

San Francisco Planning Department

Neil oversees the City Design Group at San Francisco Planning Department. His team of urban designers is responsible for leading streetscape designs, public realm plans, urban design review for new development, and advising other City agencies on all aspects of public realm design.

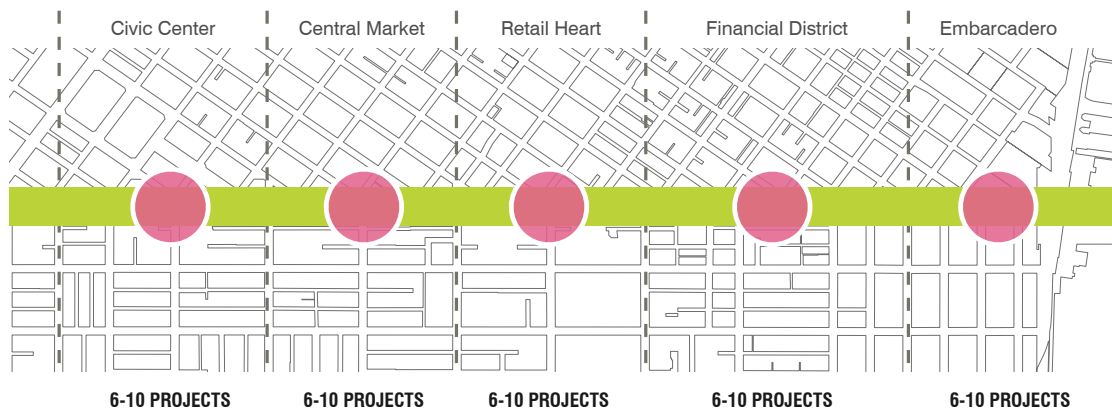


Jake Levitas

Project Director, Market Street Prototyping Festival

Jake is an organizer and designer focused on improving cities. He currently works full-time as a Mayor's Innovation Fellow in the San Francisco Mayor's Office of Civic Innovation. Previously, Jake served as Research Director at Gray Area, the urban art and technology center in San Francisco. There, he led Gray Area's Research Program dedicated to applying creative technology to improve cities.

MARKET STREET PROTOTYPING FESTIVAL



District Captain



Community Cohort

Don Savoie, Civic Center CBD

Civic Center District: *Van Ness Avenue to 8th Street*

The civic heart of the City, this district is known for its statuesque landmarks and destinations including the Civic Center, United Nations Plaza, the San Francisco Main Library, the Federal Building, and the various arts/cultural destinations that exist around the Civic Center on and off Market Street. With new, luxury residential condos and office complexes for tech companies joining the mix of lower income and homeless residents, this district is defined by flux and a growing concern by many about gentrification.

District Captain

STUDIO FOR
URBAN
PROJECTS

Community Cohort

Tracy Everwine, Central Market CBD
Susie McKinnon, North of Market-Tenderloin CBD
Ivan Vera, Hospitality House

Central Market District: *8th Street to 5th Street*

The face of the Tenderloin on Market Street, this district is experiencing the most dynamic changes of all of the Market Street districts. It is home to an array of artistic and cultural places, performance venues, public spaces, housing and a noticeable civic presence. Historic places like the Orpheum and the Warfield are reminders of the prior history and identity of this segment of Market Street as an entertainment district while plans are underway to bring this identity back to life. At the same time tech and other successful companies are moving in, the neighboring Tenderloin is rich with immigrant culture as well as the youngest and poorest populations of the city.

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District Captain



Community Cohort

Claude Imbault, Union Square BID
Andrew Robinson, YBCBD
Carolyn Diamond, Market Street Association

Retail Heart District: *5th Street to 3rd Street*

The main shopping district of the city, this area attracts locals and visitors alike to the myriad shops, hotels, and offices. The district is home to large and medium-scale retail and commercial buildings and hotels, many built in the early 20th century and retaining their historic character, particularly along Market Street and north of the corridor. The district offers good connectivity between Union Square to the north, the heart of the retail district, the Westfield San Francisco Center, Hallidie Plaza, Moscone Center and the Yerba Buena Arts District. Within a stone's throw of this area is a mix of world-class museums, convention space, hotels, community social service organizations, senior housing, below market rate housing, luxury condos and diverse small businesses.

District Captain



Community Cohort

Jim Chappell
Justin Kelly, HOK

Financial District: *3rd Street to Fremont Street*

Defined by tall commercial buildings and large-footprint buildings and monumental facades, this area is the most popular destination for weekday users of Market Street and the quietest during evenings and weekends. During its 9-to-5 bustle, it features a mix of business-suited professionals, vendors, shoppers and assorted tourists on their way to other city destinations. Key landmarks include the Palace Hotel (at New Montgomery), which is a reminder of the Market Street from the past, when grand hotels lined the street.

District Captain



Community Cohort

Alicia Esterkamp-Allbin, Pacific Waterfront Partners
Dan Hodapp, Port of San Francisco
Michael Steinwender, Hyatt Regency

Embarcadero District: *Fremont Street to Embarcadero*

With a rich maritime history, the waterfront terminus of Market Street is celebrated by bringing urban activity to the water, and bringing the unique character of the Ferry Building and water's edge back to the city. The tall commercial buildings of the Financial District give way to plazas, parks and urban recreation along the waterfront, inviting tourists and locals alike to experience the bustling Ferry Building, which opened in 1898 as the wooden Ferry House, the focal point for anyone arriving by train from the East, or workers coming to the city by ferry from Marin or the East Bay. Today the ferry building is not only a transportation hub, but is a farm-to-table, and made-in-San Francisco marketplace.