

IES | **SF** Education

2015 SPRING
SEMINARS



Gensler

Lighting & Placemaking

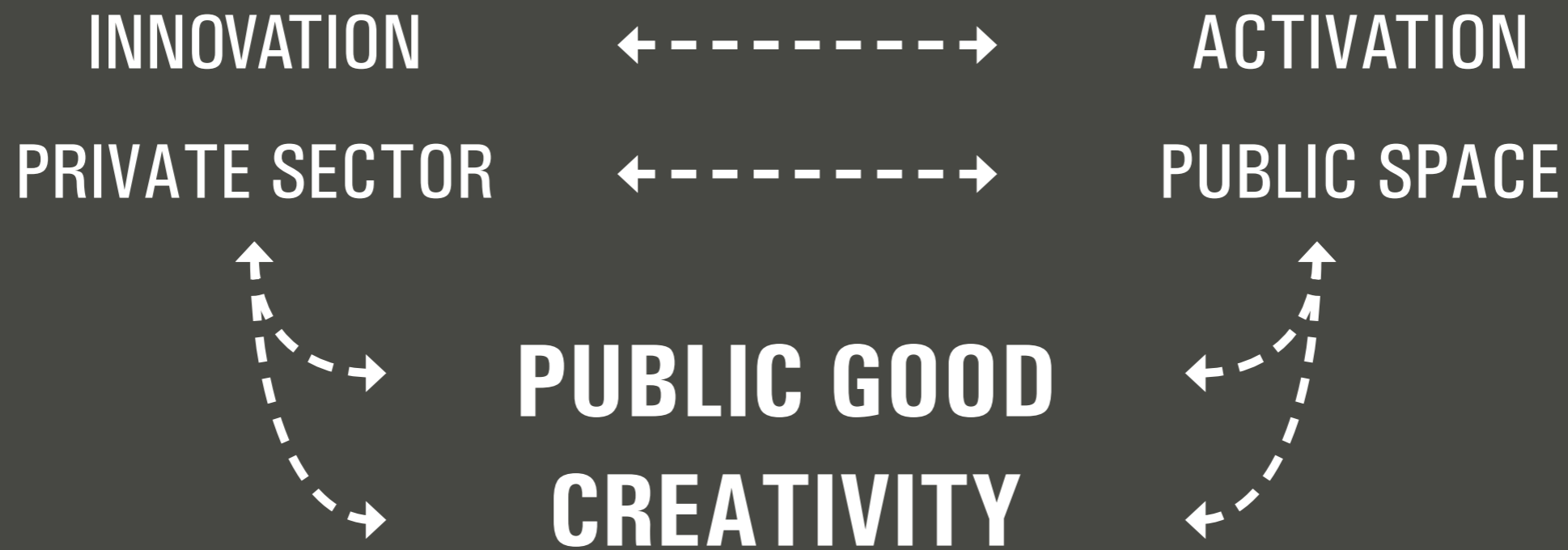
Part 3- Smart City



LITZ

MOCI

PLANNING

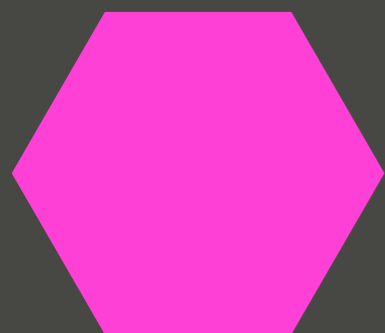


INNOVATION CAPITOL





HOW CAN WE SHOWCASE SAN FRANCISCO'S **CREATIVE THINKING**?



HOW DO WE CREATE A CULTURE OF "YES"?
HOW CAN THE BUREAUCRACY **LEARN**?



HOW CAN MARKET ST. BE MORE **PLAYFUL**?
DYNAMIC
ACTIVE



HOW CAN WE BRING
PEOPLE **TOGETHER**



MEET LIZ

MYM

HELLO
I'M LIZ
;-)

ACTIVIZATION
CREATIVE PERMITTING
BMS OUTREACH
INFORM BMS DESIGN



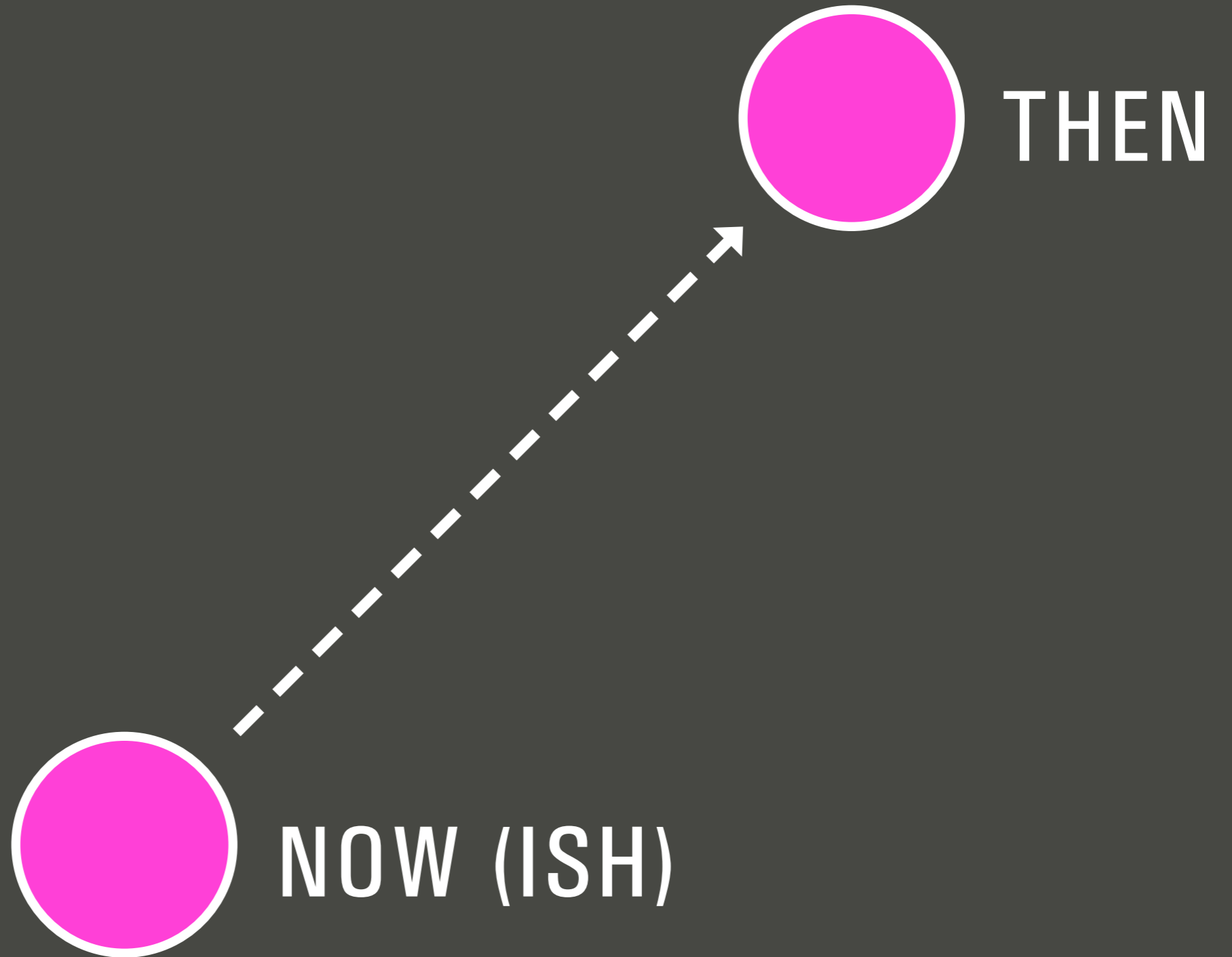
10

SITES

MARKET STREET



2
YEARS



CITY

DESIGNER

COMMUNITY



CITY

Planning – Outreach, Permit, Design Review

MOCI – Policy, Outreach

AC – Curatorial Support, Design Review

Public Works – ADA, Permitting

[DBI, OEWD, PUC...]





CREATIVE TEAM



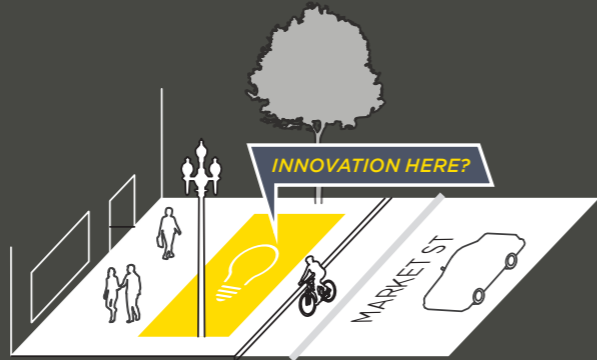
THE CITY



COMMUNITY TEAM

THE LIZ PROCESS

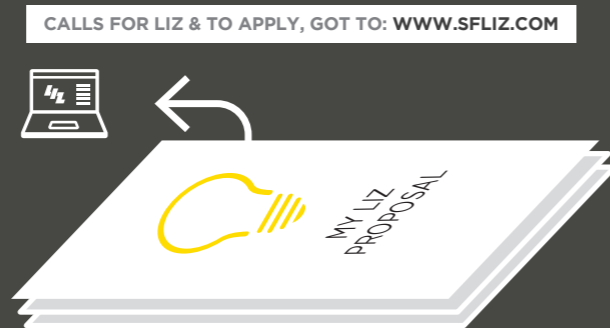
1 SITE SELECTION



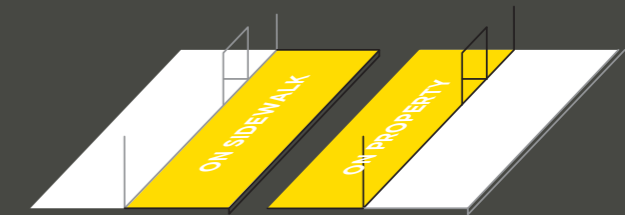
4 DESIGN PROCESS



2 CALL FOR PROJECTS



5 PERMITTING



3 PARTNER SELECTION

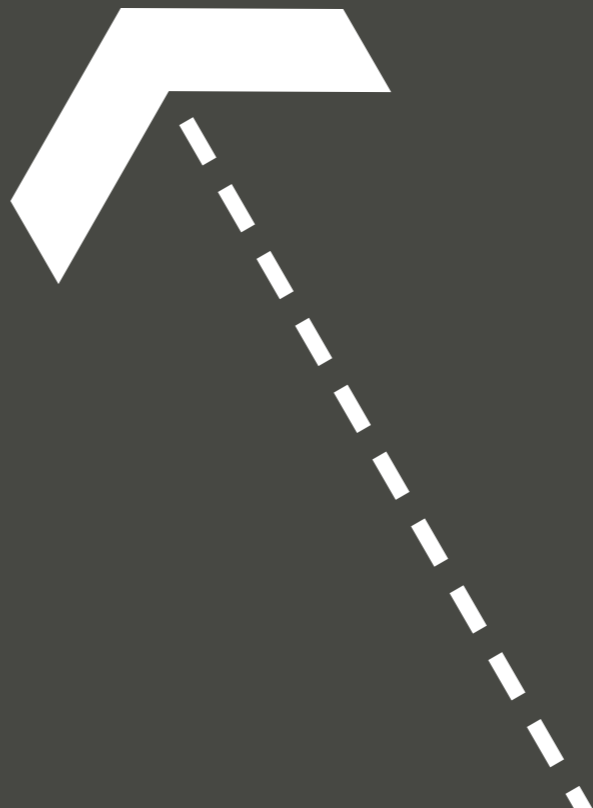


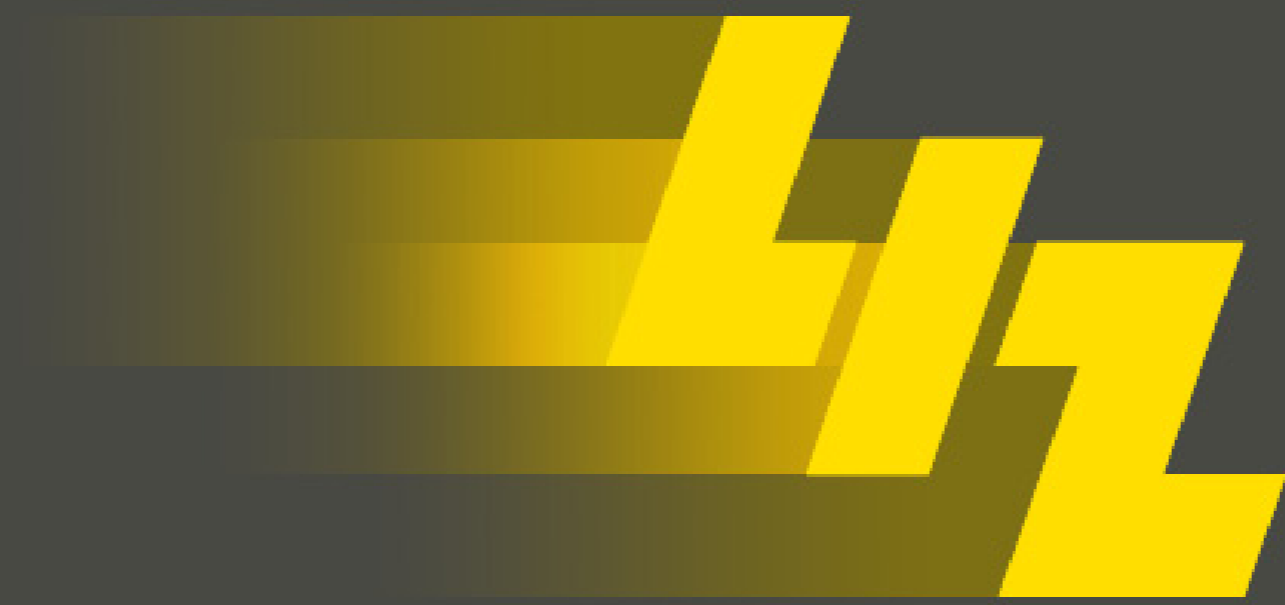
6 CONSTRUCT + INSTALLATION





Concept
Aesthetics
Community
Function
Accessibility
Maintainability
Security
Constructability
Durability















LIVING INNOVATION ZONES



Where?

The first LIZ installations will be along Market Street. Lessons learned from these initial LIZs will help to define a broader citywide expansion of the program.

LIZ installations are typically small pocket spaces on the sidewalks or plazas. They may tap into existing infrastructure such as bus stops and utility poles, but you will need permission from the City to do so. In these situations, the Planning Department will help facilitate conversations with relevant City agencies.

When?

Living Innovation Zones will be installed for a maximum of two years, which means they need to be flexible and adaptive: easily installed, and easily modified or removed. They will be exchanged periodically to ensure a constantly engaging and dynamic Market Street.



Community Benefit Districts (CBD)

CBDs are partnerships between the City and local communities. They are non-profit organizations that strive to improve the overall quality of life in specific commercial districts and mixed-use neighborhoods. CBDs are created when local property owners within a specified area vote to levy a special assessment on themselves to fund neighborhood improvements and ongoing maintenance of the public realm (graffiti removal, tree pruning, sidewalk gardens etc.).

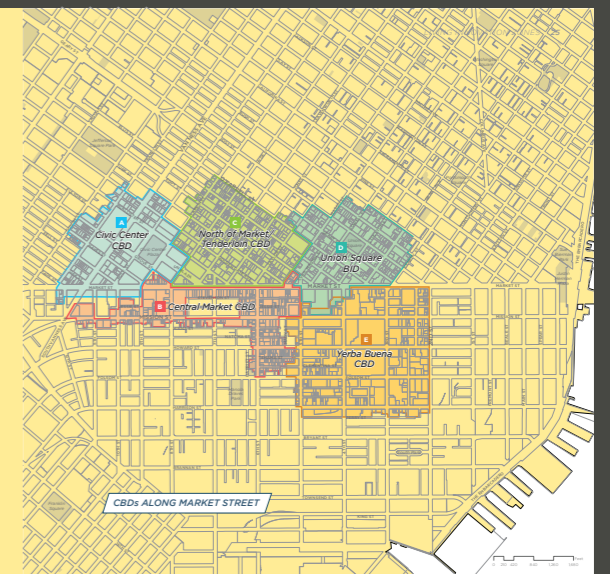
Currently, San Francisco has 11 CBDs, five of which are active on Market Street between Octavia and the Embarcadero, making them eligible to participate in the Living Innovation Zone Program. These include: The Central Market CBD, the Civic Center CBD, North of Market/Tenderloin CBD, Union Square Business Improvement District, and the Yerba Buena CBD.

CBDs are generally organized around an Advisory Board and several subcommittees. Committees may include an Executive Committee charged with managing organizational policy and governance, a Streetscape Committee charged with supporting a lively and well maintained public realm in the district, and a Finance Committee charged with managing the organization's budget.

For the LIZ Program, CBDs play important partnership roles in the site selection and permitting process. The City takes on the first step in forming a partnership with a CBD by pre-approving LIZ sites in the Site Selection Process. If your LIZ application is selected, you will need to sign a Memorandum of Understanding (MOU) with your local CBD. If you would like the CBD to support your LIZ financially, you will likely need to have the project reviewed by their Board of Directors.

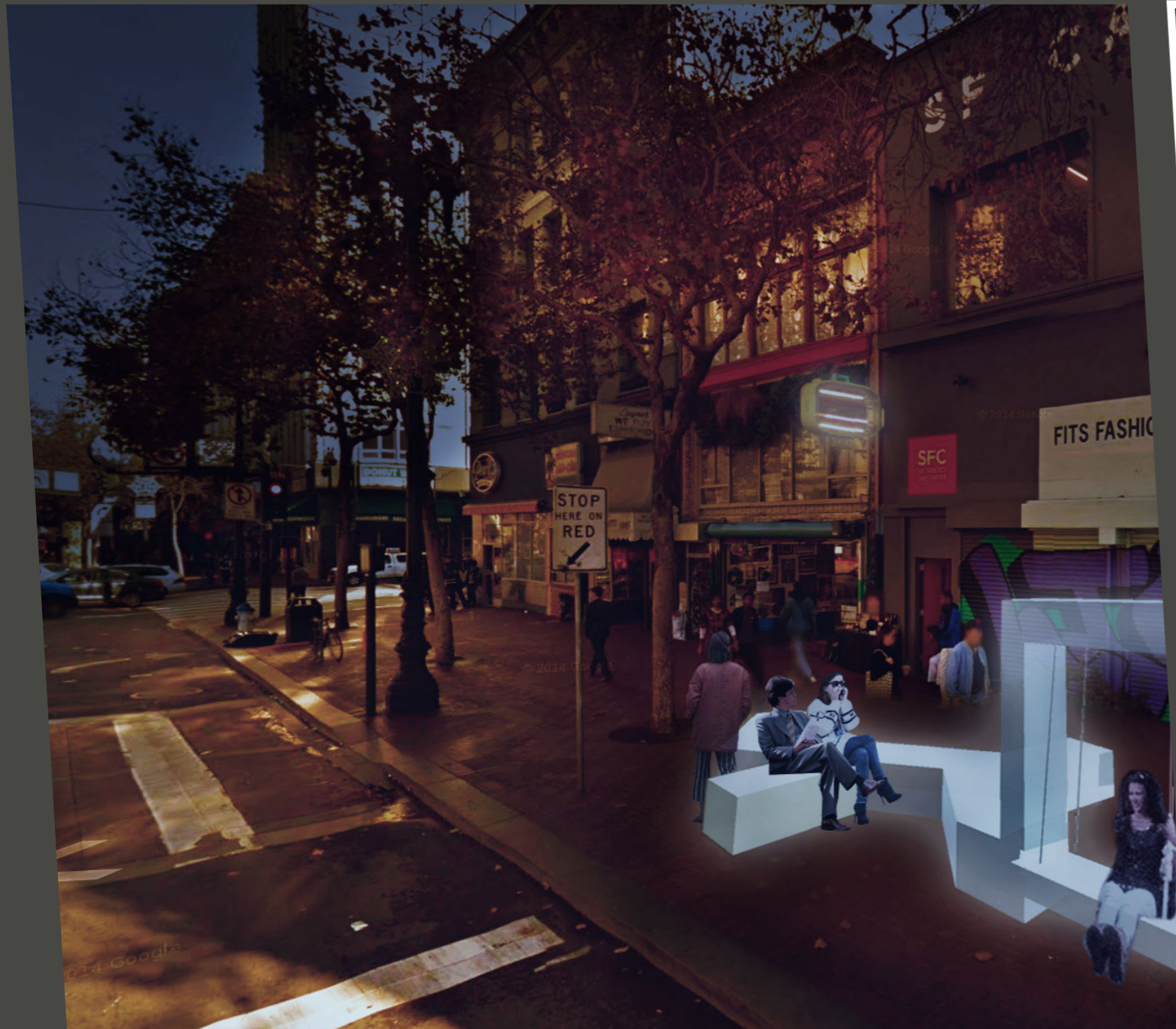
To learn more about CBDs in San Francisco, see <http://www.sfcd.org/files/sfcd-12>

- 1 Civic Center CBD
<http://sfcd.civiccenter.org>
- 2 Central Market CBD
<http://www.central-market.org>
- 3 North of Market / Tenderloin CBD
<http://www.nom-tlo.org>
- 4 Union Square Business Improvement District (BID)
<http://www.usbid.org>
- 5 Yerba Buena CBD
<http://www.yerba-buena.org>



LIGHT UP CENTRAL MARKET

6th & Market in front of The Hall, Fall 2015



STUDIO 1

10th & Market [NEMA], June 2015



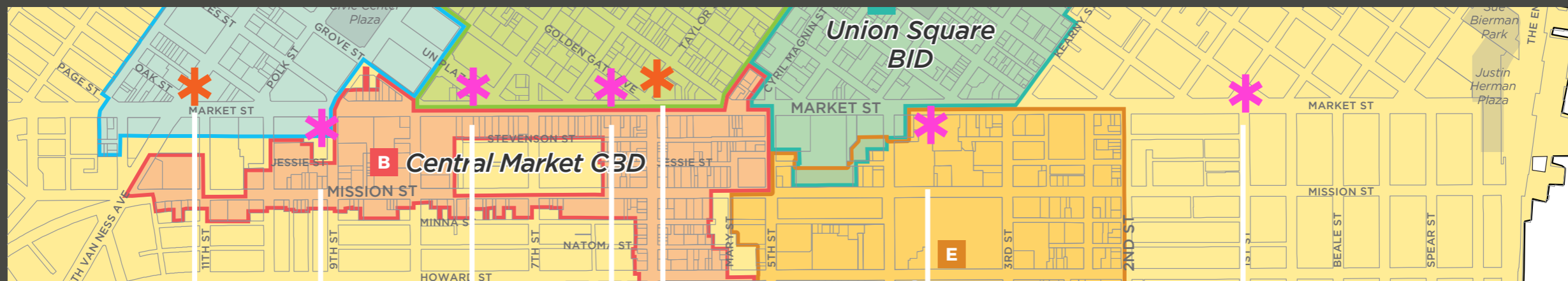
BLOCK DANCE

Market at Taylor, Fall 2016



THE FUTURE

*** DEFINITELY**
*** MAYBE**



Musical LIZ

Potentail site: Van Ness and Market, Date TBD

Studio 1

Confirmed site: Funded, NEMA, June 2015

Exploratorium 2

Confirmed site: UN Plaza Funded, Fall 2015

Light Up Central Market

Confirmed site: The Hall, Fall 2015

Block Dance

Potential Sites: WeWork and The Warfield, Fall 2016

Pause on Marekt [Exploratorium 1.0]

Installed Fall 2013

Studio 1

Potentail site: Mechanic's Plaza



WWW.SFLIZ.COM