



# PROTO TYPING FESTIVAL

APRIL 9-11



[MARKETSTREETPROTOTYPING.ORG](http://MARKETSTREETPROTOTYPING.ORG)

#MSPF





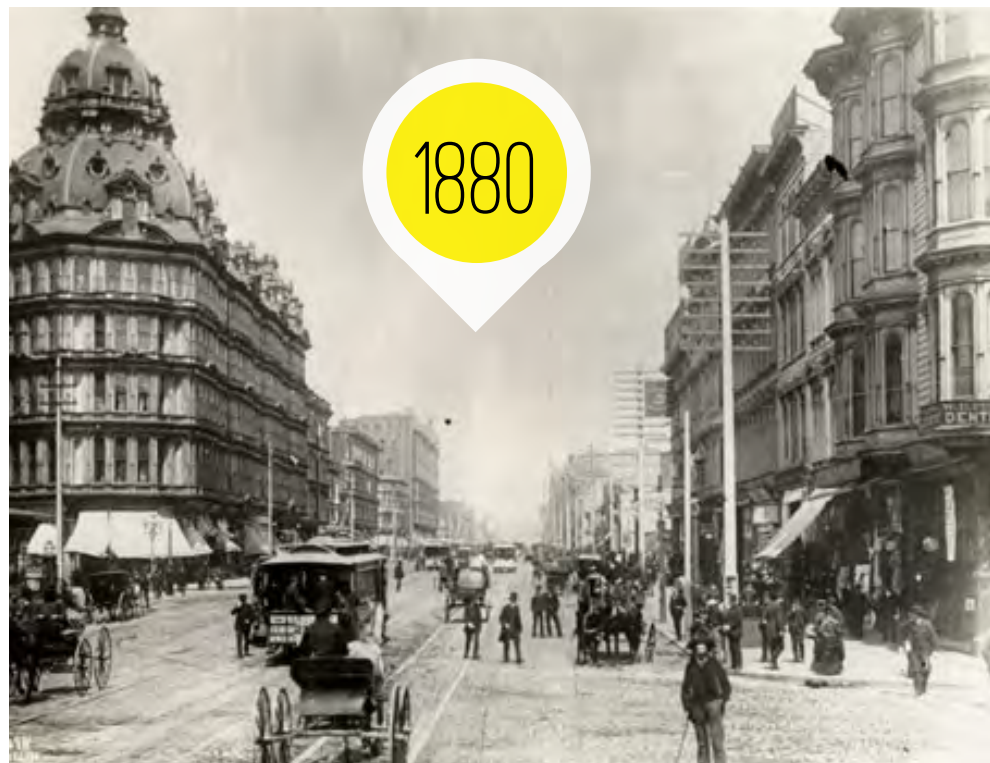


1945

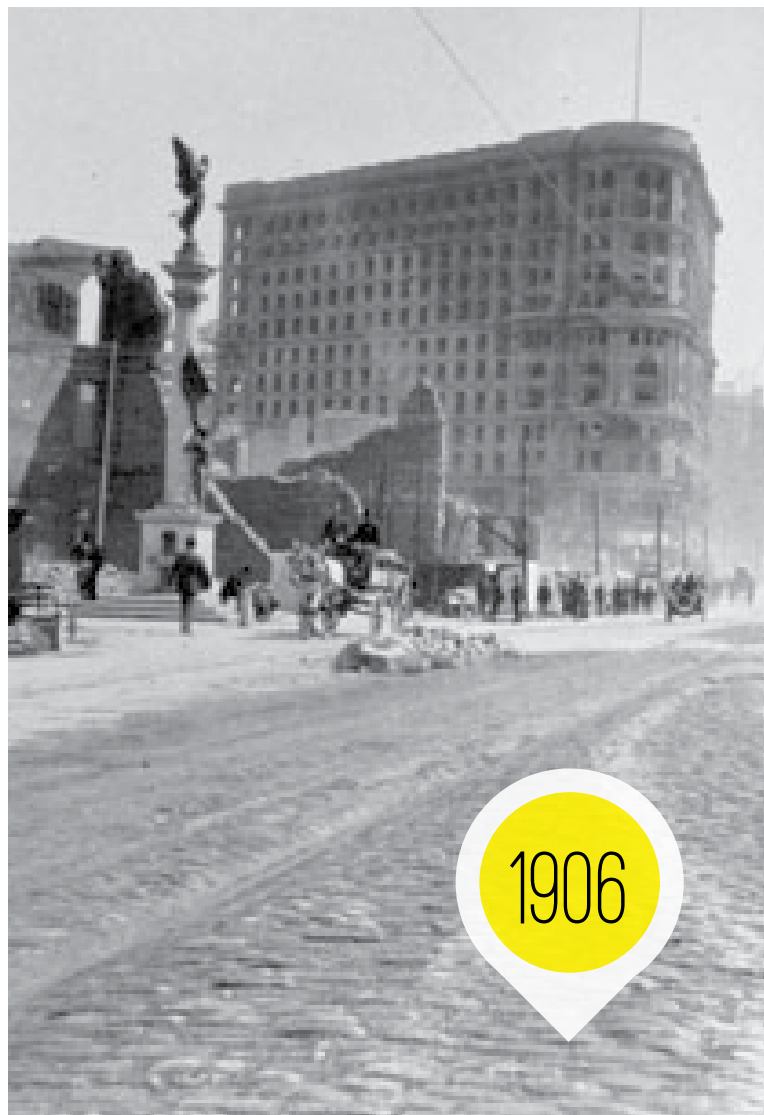
O'Farrell's vision of Market Street as San Francisco's "civic spine."

August 14, 1945 / 4th Street and Market Street on Victory Over Japan Day / Photographer: Ernest K. Bennett  
<http://www.worldwar2database.com/gallery/wwii133>





1880



1906



1968



1920



1960



1940



# PROTOTYPING FESTIVAL

Market Street is San Francisco's "civic spine" or Grand Boulevard which started with O'Farrell's *Authentic and Official Plan of San Francisco* in 1847

1847

## BETTER MARKET STREET PROJECT

### PHASE I

Public visioning, existing conditions studies and conceptual planning and design.

### PHASE II

Conduct environmental review and preliminary engineering.

### PHASE III

Design and begin construction.



2011 2012 2013 2014 2015 2016 2017 2018

<https://www.layar.com/news/blog/2011/02/24/stroll-down-san-franciscos-market-street-like-its-1899/>



MARKET STREET

PROTOTYPING FESTIVAL

MORE PLAY?

SHARE YOUR IDEAS FOR MARKET STREET



MARKET  
STREET

PROTO  
TYPING  
FESTIVAL

# SCALE

**300,000**

PEOPLE

**+200**

SUBMISSIONS

**50**

PROJECTS

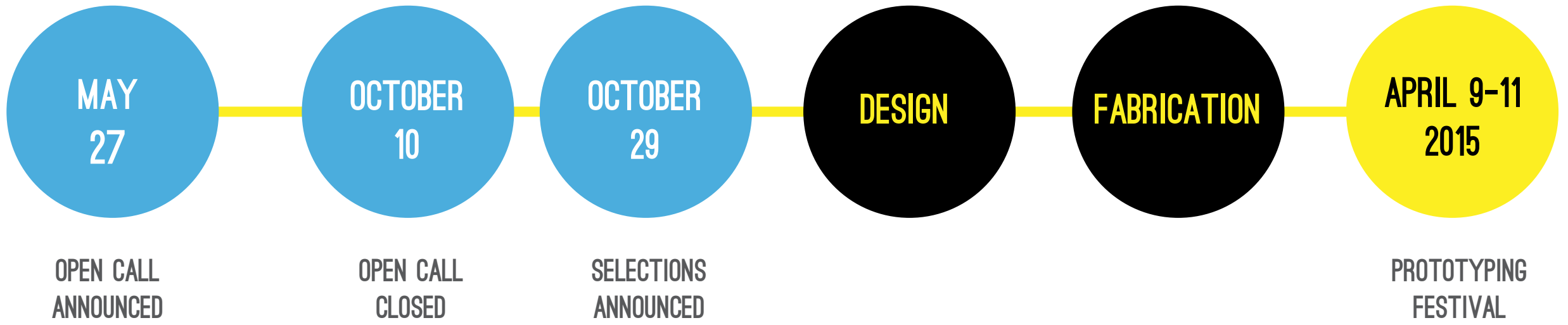
**3**

DAYS





# FESTIVAL TIMELINE



BRINGING **COMMUNITY, CAPACITY & CONNECTION** TO MARKET STREET

↑  
**ALMOST THERE!!**

SAN FRANCISCO **PLANNING DEPARTMENT**



[WWW.MARKETSTREETPROTOTYPING.ORG](http://WWW.MARKETSTREETPROTOTYPING.ORG)



# SUBMISSION DETAILS

## DESIGN PRIORITIES + GOALS

- SPARK ENGAGEMENT BETWEEN MARKET STREET'S POPULATIONS
- INVITE PEOPLE TO RELAX, SOCIALIZE AND ENJOY
- TELL THE "STORY" OF MARKET STREET'S DIVERSE NEIGHBORHOODS
- CONNECT NEIGHBORHOODS AND IMPROVE THE NAVIGATION EXPERIENCE
- WELCOME UNDERREPRESENTED POPULATIONS
- ADDRESS MICRO-CLIMATES ALONG MARKET STREET
- IMPROVE STREETScape AESTHETICS
- BE SCALABLE AND EASILY REPLICATED
- UTILIZE SUSTAINABLE AND ENVIRONMENTALLY FRIENDLY MATERIALS WITH MINIMAL IMPACT
- BE ABLE TO WITHSTAND THE ELEMENTS



# GOALS

## CONNECTION

BOLD AND IMAGINATIVE PROJECTS THAT CREATE A VIBRANT PUBLIC SPACE ALONG MARKET STREET, INCREASING CONNECTIONS AND SOCIAL INTERACTIONS.

## COMMUNITY

DESIGNING WITH AND FOR COMMUNITY.

## CAPACITY

DESIGNED TO INCREASE COLLECTIVE CAPACITY.



MARKET STREET

PROTOTYPING FESTIVAL

COMMUNITY COHORT

DESIGN CAPTAINS

DESIGN TEAMS

FESTIVAL PROCESS  
DESIGNED TO EMPOWER THE COMMUNITY



MARKET STREET

PROTOTYPING FESTIVAL

GOVERNMENT  
(PUBLIC)

+

ART  
(NON-PROFIT)

+

INDUSTRY  
(PRIVATE)

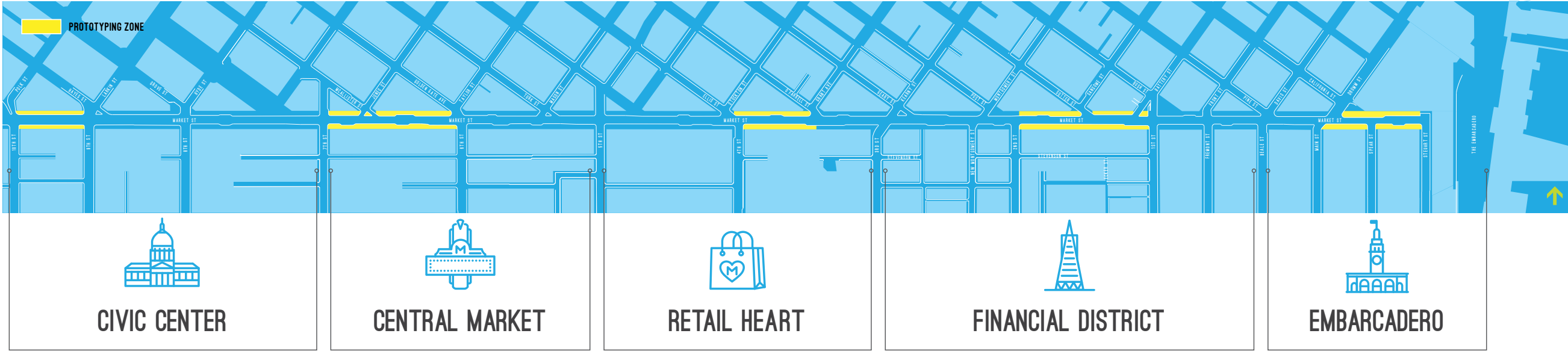
# FESTIVAL STRUCTURE

DESIGNED TO INCREASE COLLECTIVE **CAPACITY**





# 5 DISTRICTS



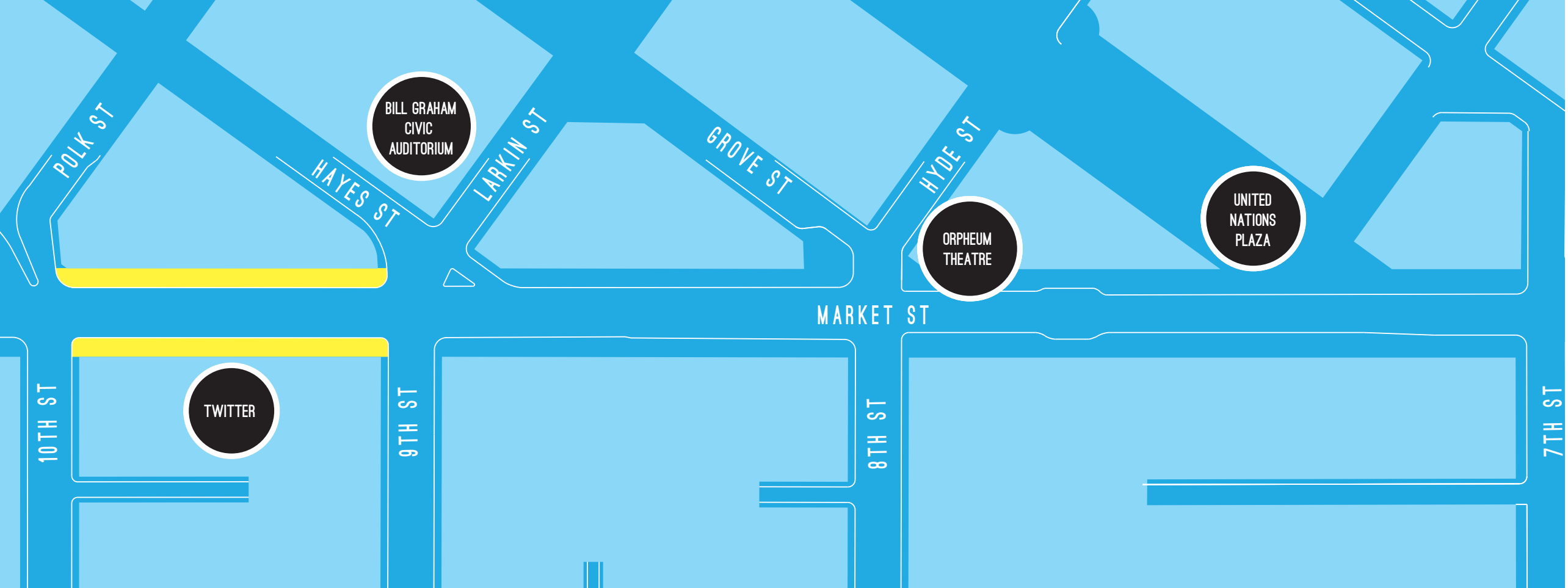




DESIGN CAPTAIN:  
EXPLORATORIUM

COMMUNITY COHORT:  
- CIVIC CENTER CBD

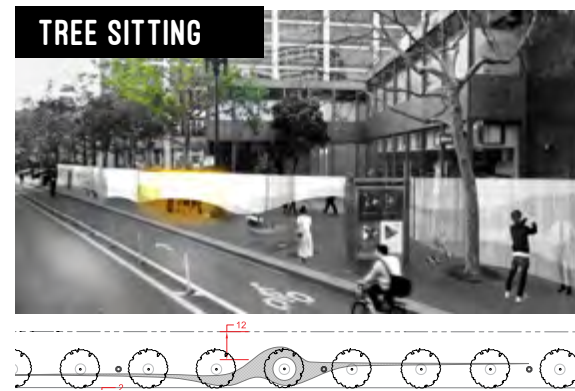
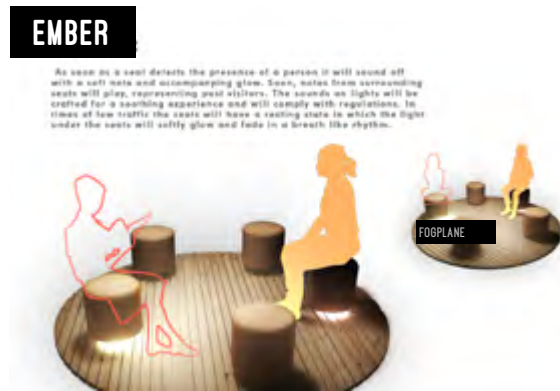
# CIVIC CENTER





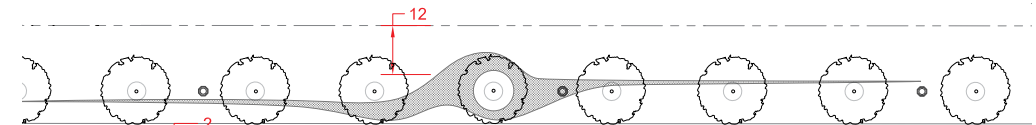
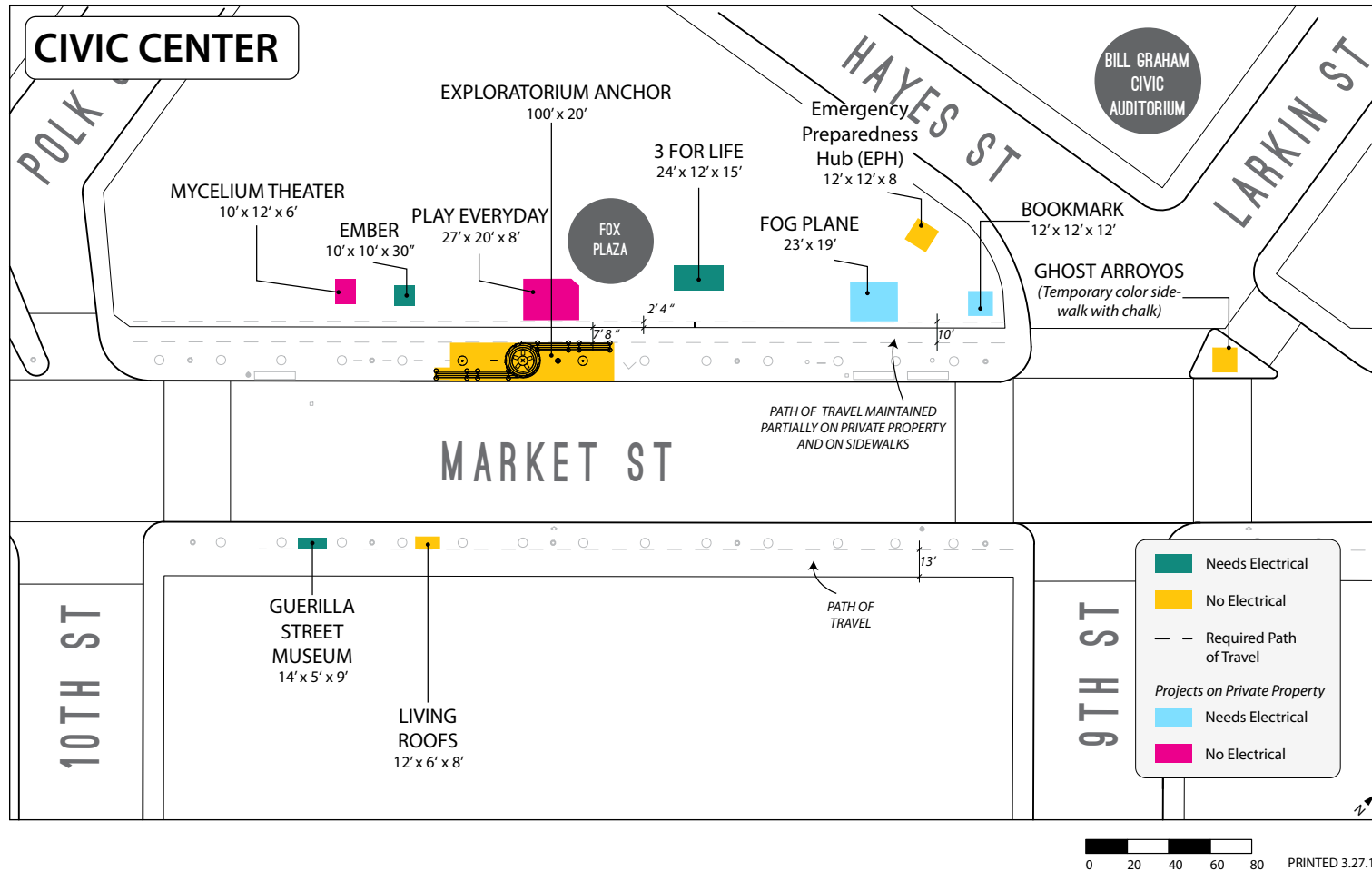


# CIVIC CENTER





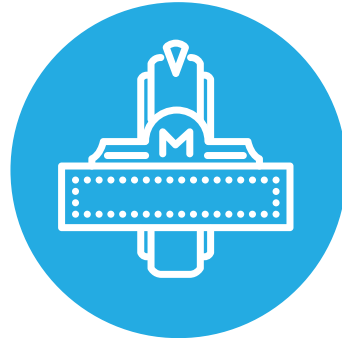
# CIVIC CENTER





MARKET STREET

PROTOTYPING FESTIVAL



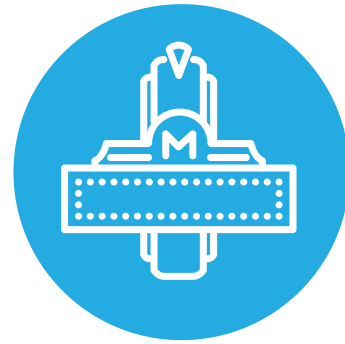
DESIGN CAPTAIN:  
STUDIO FOR URBAN PROJECTS

- COMMUNITY COHORT:
- CENTRAL MARKET CBD
  - NORTH OF MARKET TENDERLOIN CBD
  - HOSPITALITY HOUSE

# CENTRAL MARKET



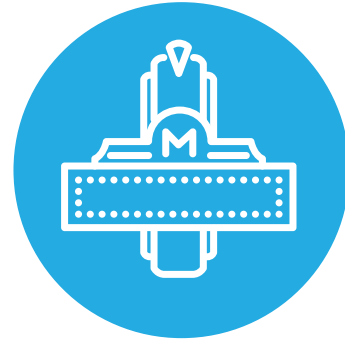
STUDIO FOR  
URBAN  
PROJECTS



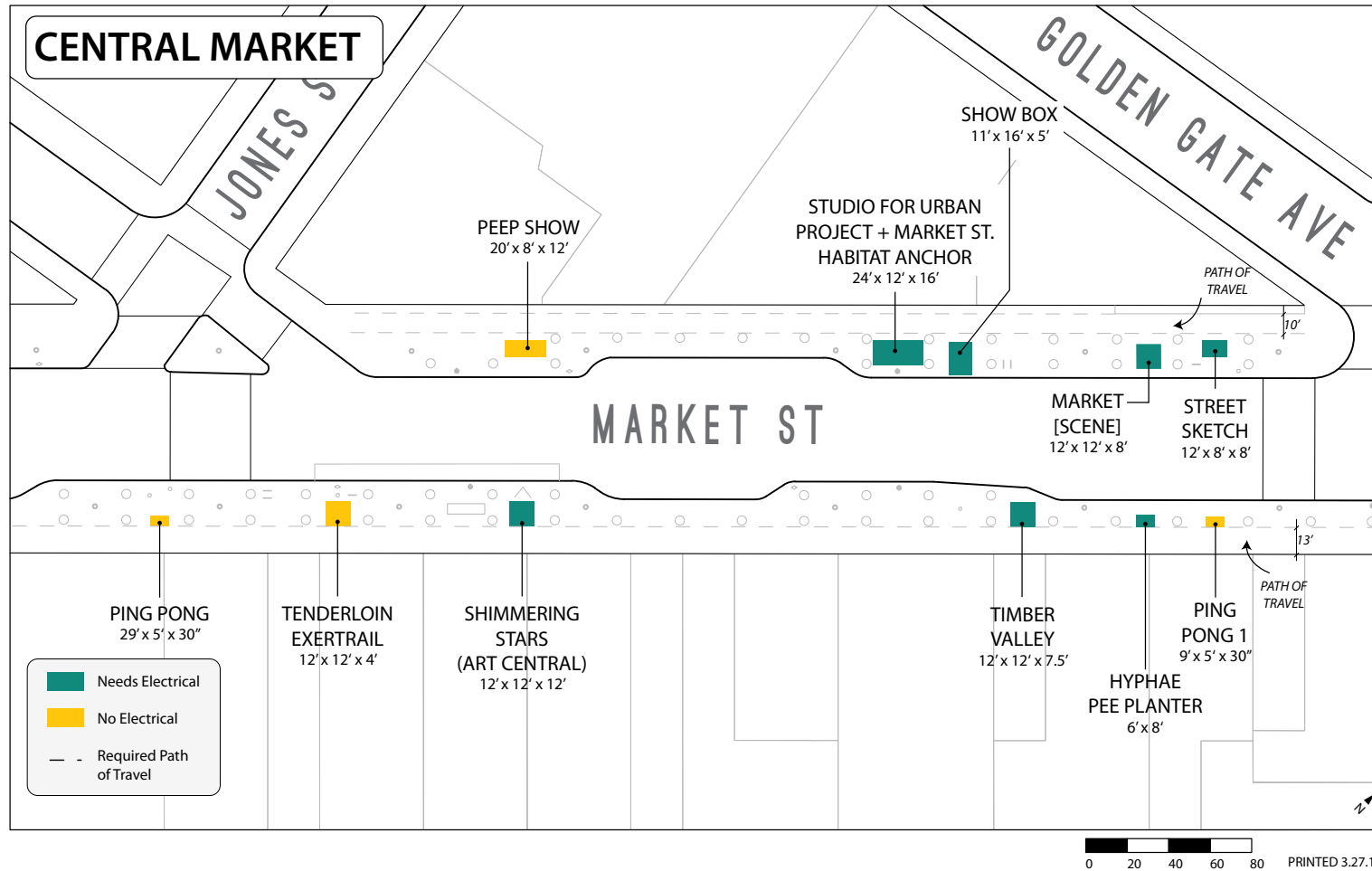
# CENTRAL MARKET







# CENTRAL MARKET



## ANCHOR PROJECT



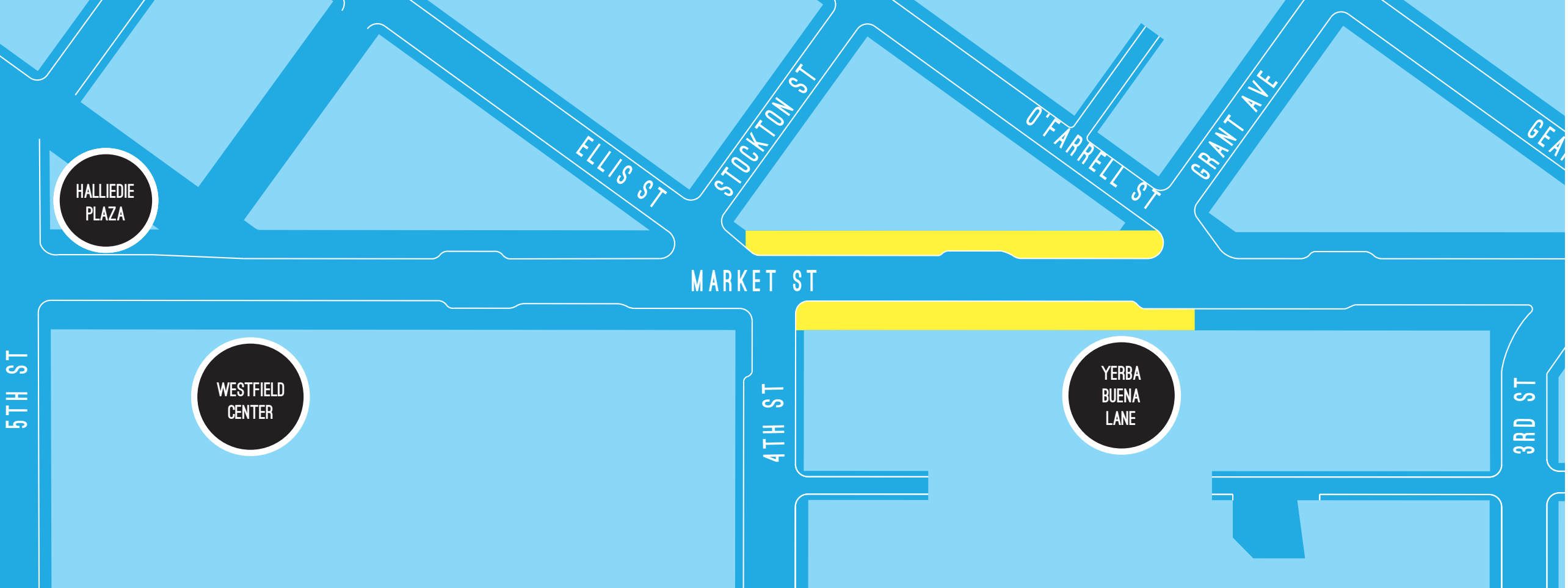




DESIGN CAPTAIN:  
GENSLER

- COMMUNITY COHORT:
- UNION SQUARE BID
  - YERBA BUENA CBD
  - MARKET STREET ASSOCIATION

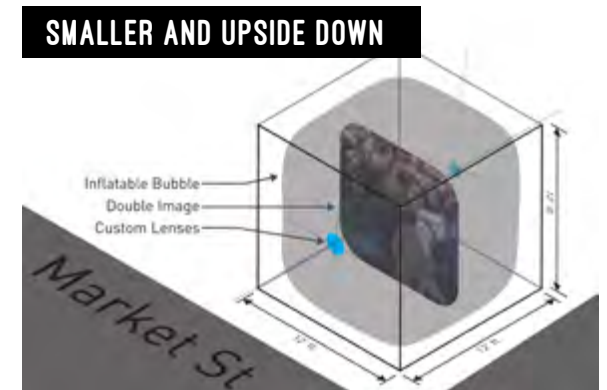
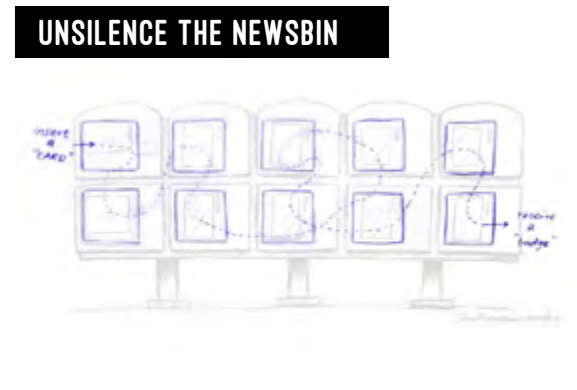
# RETAIL HEART





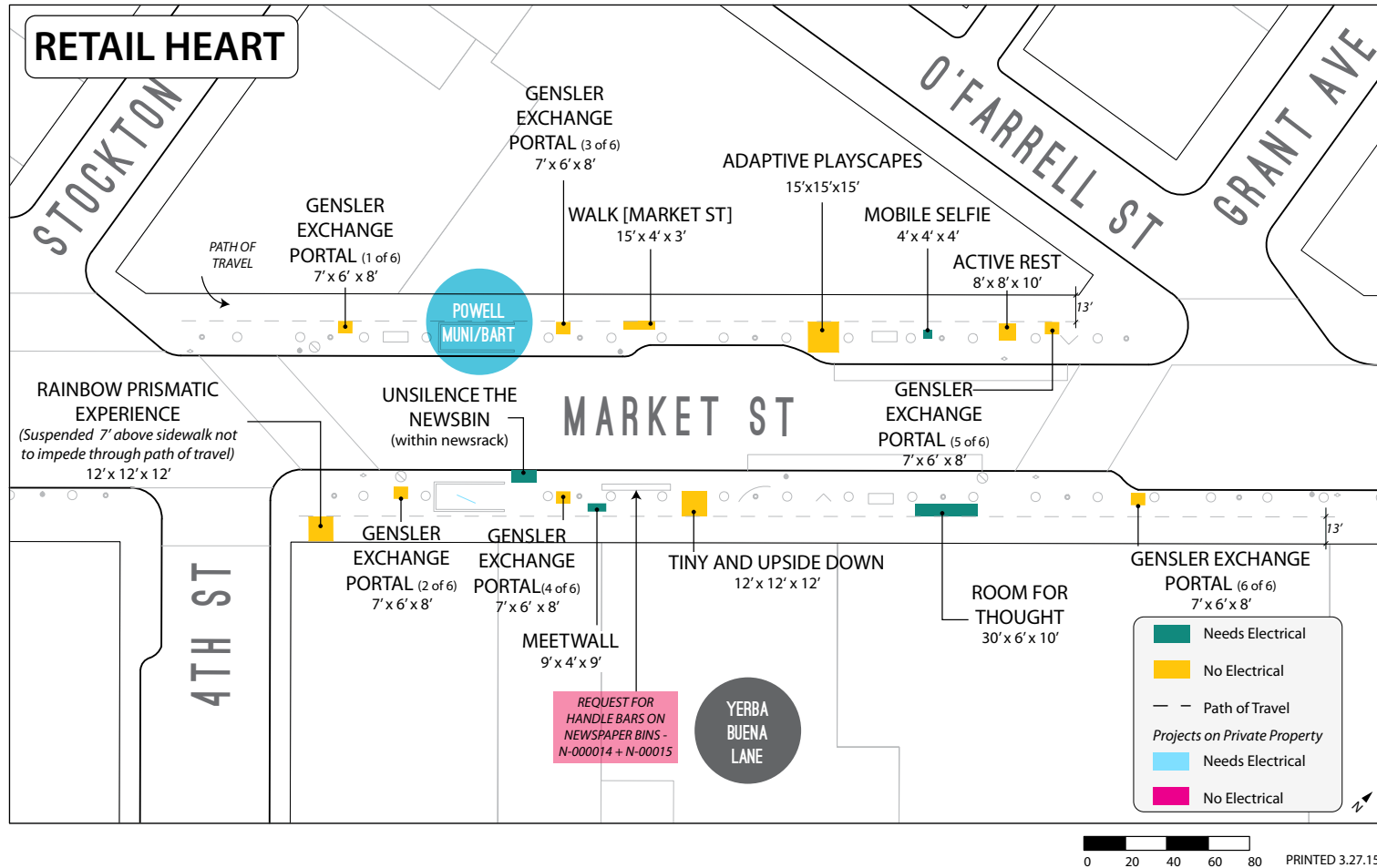


# RETAIL HEART





# RETAIL HEART



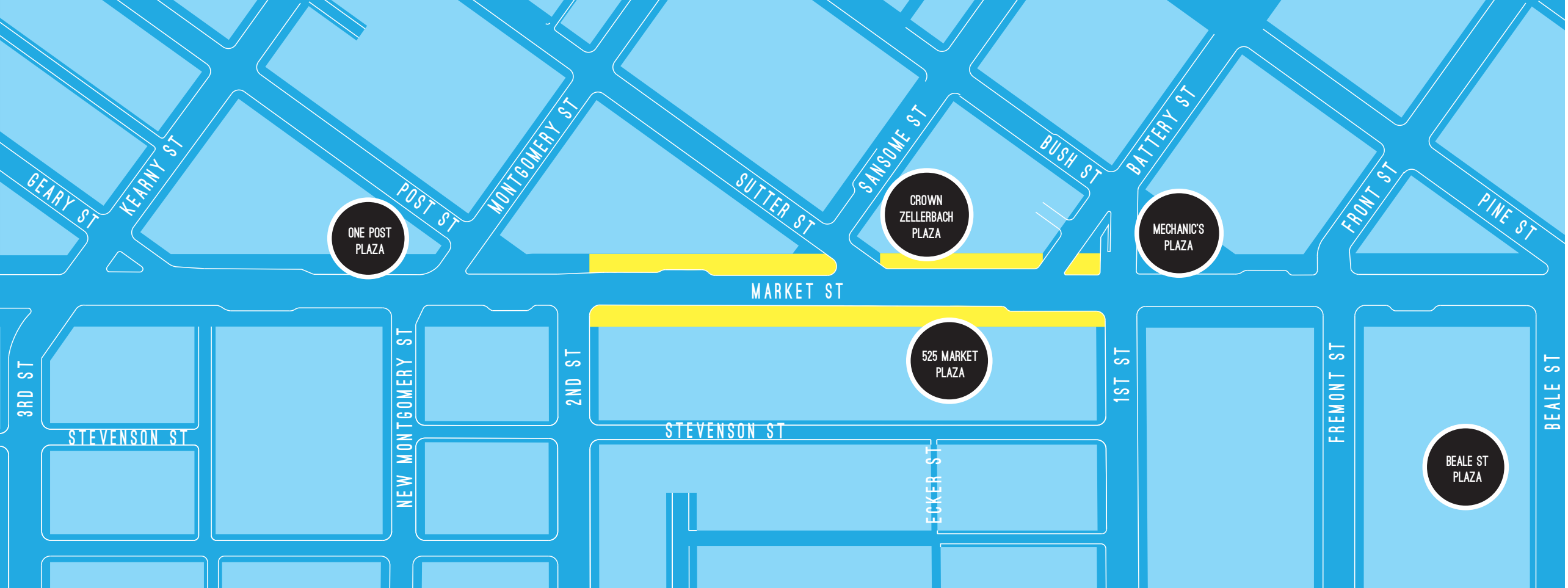




# FINANCIAL DISTRICT

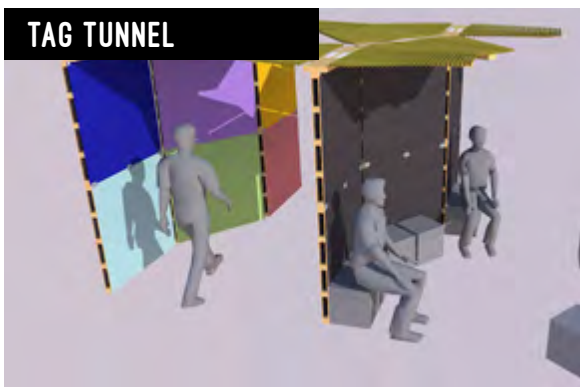
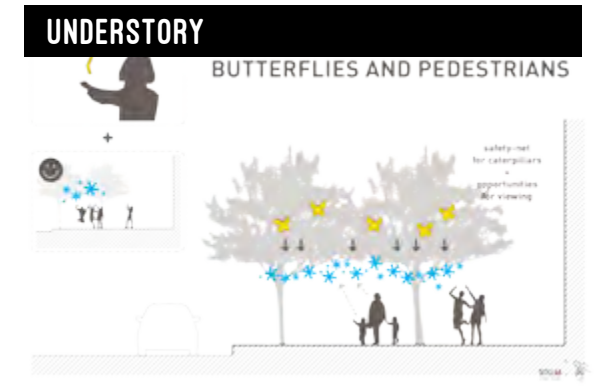
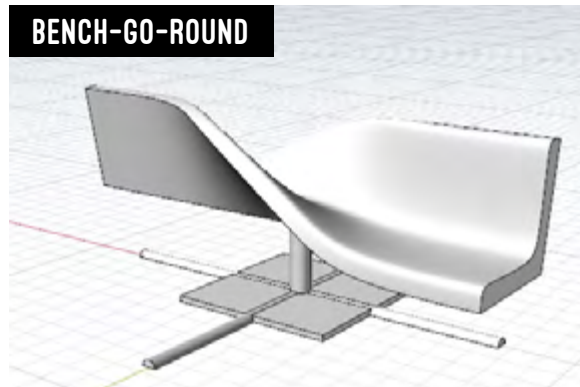
DESIGN CAPTAIN:  
CALIFORNIA COLLEGE OF  
THE ARTS

- COMMUNITY COHORT:
- JUSTIN KELLY - HOK
  - STEVE KALICH - MASSMUTUAL
  - SAN FRANCISCO CHAMBER OF COMMERCE





# FINANCIAL DISTRICT







# FINANCIAL DISTRICT

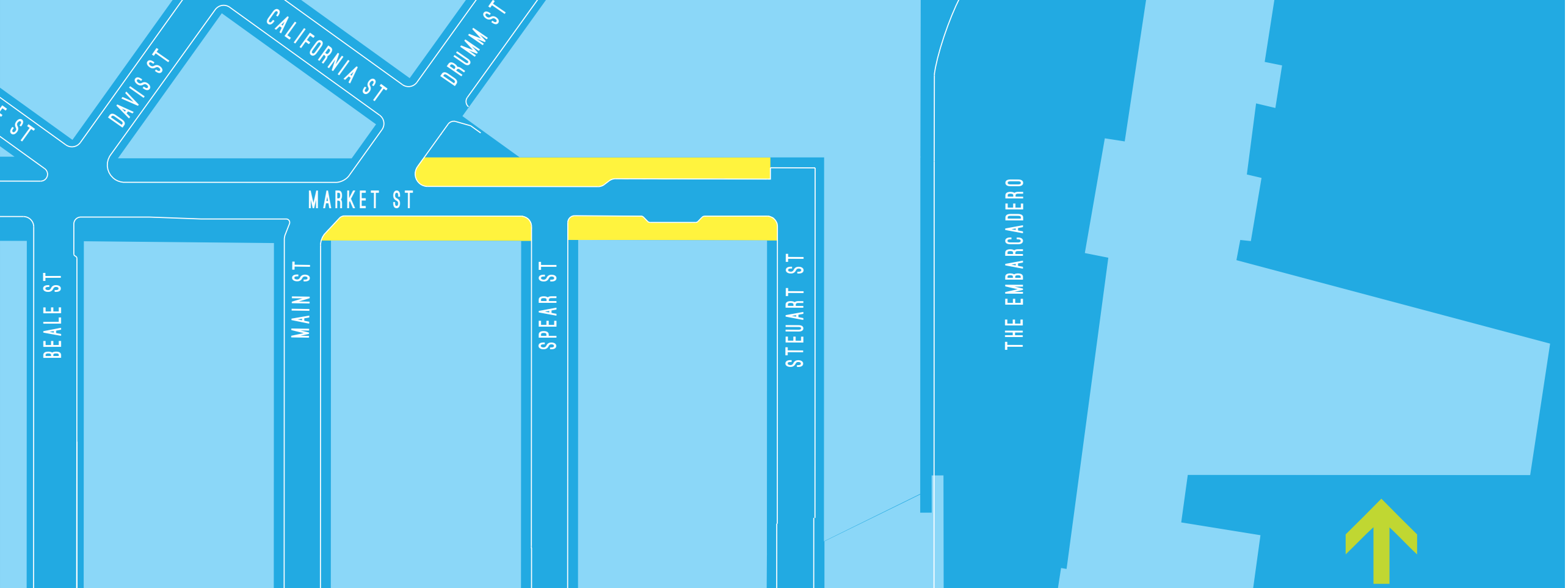




# EMBARCADERO

DESIGN CAPTAIN:  
AUTODESK

- COMMUNITY COHORT:
- PACIFIC WATERFRONT PARTNERS
  - PORT OF SAN FRANCISCO
  - HYATT REGENCY



Autodesk





# EMBARCADERO





# EMBARCADERO







PROTO  
TYPING  
FESTIVAL

# FESTIVAL EVALUATION

## METHODS

- IN-DEPTH INTERVIEWS WITH DESIGN CAPTAINS AND CITY AGENCIES
- 400 IN-PERSON SURVEYS OF PARTICIPANTS DURING FESTIVAL
- SOCIAL MEDIA SURVEY "VOTE FOR YOUR FAVORITE PROTOTYPE AND WHY"
- PEDESTRIAN VOLUME COUNTS, BEFORE AND DURING (ELECTRONIC AND MANUAL)
- OVER A DOZEN VIDEOS, DOCUMENTING TEAMS, PROCESS AND FESTIVAL
- FESTIVAL REPORT, SUMMARIZING FINDINGS



MARKET  
STREET

PROTO  
TYPING  
FESTIVAL

# SAMPLE PROTOTYPES

The Data Lanterns are a network of sculptural civic totems that reveal and illuminate layers of urban data. They create poetry out of infrastructure and celebrate the ebb and flow of the city with animated beacons of flowing light.

## DATA LANTERNS

*ILLUMINATING URBAN LAYERS*

“... that longing to weave together perceptions, to affirm the richness of us as human beings both as performers and audience members .”





# PROTO TYPING FESTIVAL

APRIL 9-11, 2015

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THE MARKET STREET PROTOTYPING FESTIVAL IS A PROJECT OF:

SAN FRANCISCO  
PLANNING DEPARTMENT



 Knight Foundation

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