



Better Market Street

Community Advisory Committee

March 30, 2015, 6:00pm - 7:30pm

Hotel Whitcomb, 1231 Market St., Ghirardelli Room

CAC attendees:

Jessica Cassella
Melody Chen
Tracy Everwine
Jennifer Hall
Olof Hansen

Mary Jessup
Sahiti Karempudi
Ralph Lee
Robin Levitt
Lawrence Li

Reed Martin
Katherine Mattes
Susie McKinnon
Ron Miguel
Bob Planthold

Charles Rathbone
Donald Savoie
J. Lee Stickles
Jane Weil

San Francisco City Department attendees:

San Francisco Public Works

Simon Bertrang
Kelli Rudnick

San Francisco Municipal Transportation Agency

Kate Elliott
Britt Tanner

San Francisco Planning Department

Neil Hrushowy
Nick Perry

Better Market Street Consultant attendees:

Alfred Williams Consultancy

Marsha Maloof
Al Williams





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1. Introduction by Al Williams

- Meeting convened 6:00pm.
- Presented an overview of the meeting content for all working groups.

2. Better Market Street and the Market Street Prototyping Festival (MSPF) by Simon Bertrang

- There are multiple City agencies working together to put together the Prototyping Festival.
- Tonight we want to educate members of the CAC about the Festival, the goals, structure, schedule, etc.
- At the next BMS CAC meeting April 27 we will ask CAC members to report on their observations at the MSPF and what it teaches us about Better Market Street.

3. The Market Street Prototyping Festival, by Neil Hrushowy

(see presentation)

- They will be open for three days, April 9 to 11, from 11am to 11pm.
- Introduction to Festival, Districts, and Prototypes
- Evaluation
- Sample of Prototypes

4. The Market Prototyping Festival behind the scenes, Tristan Randall

5. CAC discussion about the MSPF, Al Williams

- Bob Planthold-who can give feedback?
 - Neil: we are looking for everyone to give feedback. Locals, tourists, residents, workers.
- Charles Rathbone- I would like to look at all of the prototypes. Please remind us of the three goals?
 - Neil: Connection, community and capacity.
- Ron Miguel- When the rollout comes, will there be something from the entire stretch to Octavia? Any concept of how many installations per block?
 - The MSPF does not extend to Octavia, partly because the existing sidewalks are fairly narrow. In the future the vision does include Van Ness to Octavia.
 - There are approximately 10 installations per block.
- Bob- I have accessibility concerns with at least one of the rotating exhibits-Are you reaching out to Chinese and Spanish radio/TV?





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- Neil: We are considering accessibility and seek feedback as well on the subject. Yes, we have reached out to multiple language media sources.
- Olof Hansen- Is there a date for feedback? I will not be available April 27th to report back. What were the criteria to narrow down the number of prototypes?
 - Neil: feedback will be received on site throughout the Festival in multiple ways: via smart phones, in person surveys, written responses. (*Note: you may also give feedback to the BMS team via email or phone at any time.)
 - Neil: there were a number of criteria, key among them was context and scale.
- Kate Elliott- is there an expected number of “winners” from the festival?
 - Neil: there will not be any winners per se but the installations that are popular and that Market St is ready for will be considered for longer term installation before the BMS project construction begins. All installations will offer information about what the Streetlife Zone could be like.
- Jane Weil- Will there be a printed guide handed out for the festival?
 - Neil: Yes, maps will be available on line and on site.
- Robin Levitt- Has the potential for vandalism been addressed?
 - Neil: extensively. That said, these installations have been developed for a three day festival. Any that move forward into a more permanent role will need to be more resilient to vandalism.
- Olaf- How are you planning on getting public feedback?-Feedback on the spot?
 - Neil: you will be able to give feedback online, on a mobile device and in person on site via a survey.
- Tracy Everwine- Is someone available to give talking points to the community ambassadors?
 - Neil: yes, we will get information to you.
- Olaf- This encourages the next phase to still be permanent/dynamic. I suggest you do not cast the prototypes in concrete.
- Charles- Will the piano key installation be present?
 - Neil: No. That image is from our fantastic graphic designer, Gary Chen. He created that image to represent the spirit of the festival but we do not have an installation like that.

6. Public Comments, Al Williams

- None





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7. CAC MSPF Assignments, Simon Bertrang

- Civic Center
 - Donald Savoie
 - Ron Miguel
 - J Lee Stickles

- Mid-Market
 - Jane Weil
- Retail Heart
 - none
- Financial
 - Charles Rathbone
- Embarcadero
 - none
- ALL
 - Bob Planthold
 - Olaf Hansen
 - Charles Rathbone
 - Robin Levitt
 - Sahiti Karempudi

8. Next Steps & Announcements, Simon Bertrang

- Join us at the UN Plaza Friday Night Market starting again Friday, April 10. Come by for dinner and a drink after visiting the MSPF installations.
- April 27 will be the next BMS CAC meeting. We will hear reports from CAC members about the installations.

