

# LAUREL VILLAGE

CALIFORNIA STREET | STREETScape PROJECT

# MEETING AGENDA

SUPERVISOR FARRELL

REVIEW COMMUNITY FEEDBACK

STREETSCAPE CONCEPT PRESENTATION (30 MIN)

QUESTION & ANSWER (5-10 MIN)

OPEN HOUSE + QUESTIONNAIRES (20-30 MIN)

MEETING CLOSE

# PROJECT TEAM

MIKE RIEGER, PROJECT MANAGER, PUBLIC WORKS

MARTHA KETTERER, LANDSCAPE ARCHITECT, PUBLIC WORKS

CORT EIDEM, LANDSCAPE ARCHITECT, PUBLIC WORKS

TONY ESTERBROOKS, LANDSCAPE ARCHITECT, PUBLIC WORKS

GRACE MOORE, PUBLIC AFFAIRS, PUBLIC WORKS

LILIANA VENTURA, TRANSPORTATION ENGINEER, SFMTA

MICHAEL RHODES, TRANSIT PLANNER, MUNI FORWARD, SFMTA

# COMMUNITY FEEDBACK

Total Responses Received: **86**

## 1. Zip Code:

- 94118 – 91%
- 94115 – 5%
- Other (4 Zip Codes) – 4%

## 2. Project Interest:

- 94% **Live** near the project
- 11% **Work** near the project
- 26% **Commute** on the 1, 1AX, or 1BX

## 3. The most desired elements by rank were:

1. Street Trees
2. Sidewalk Planting
3. Pedestrian Lighting
4. Benches/Seating
5. Trash Receptacles

## 4. The most common answers to what respondents **Liked** about Laurel Village:

- Wide sidewalks
- Ease of parking
- Street trees

## 5. The most common answers to what respondents **Disliked** about Laurel Village:

- The uneven, sloped sidewalk area between Cal-Mart and Starbucks
- Existing clutter on the sidewalks (meter posts, newspaper racks, etc.)
- Outdated, dreary, and tired were words used to describe the shopping center
- Lack of seating

## 6. The most common answers to what respondents think **would provide the best improvement** to Laurel Village were:

- More attractive and consistent environment
- More planting/trees/greening
- Benches/Seating
- Flattening the sidewalks



# PROJECT GOALS

01. Create a unique identity for the Laurel Village neighborhood.
02. Improve lighting and visibility of businesses along the street.
03. Replace existing sidewalks for a safer and more comfortable pedestrian experience.
04. Utilize bulbouts to create pedestrian nodes and calm traffic along California Street.
05. Incorporate neighborhood greening to enhance visual aesthetics for visitors.
06. Increase local economic vitality.

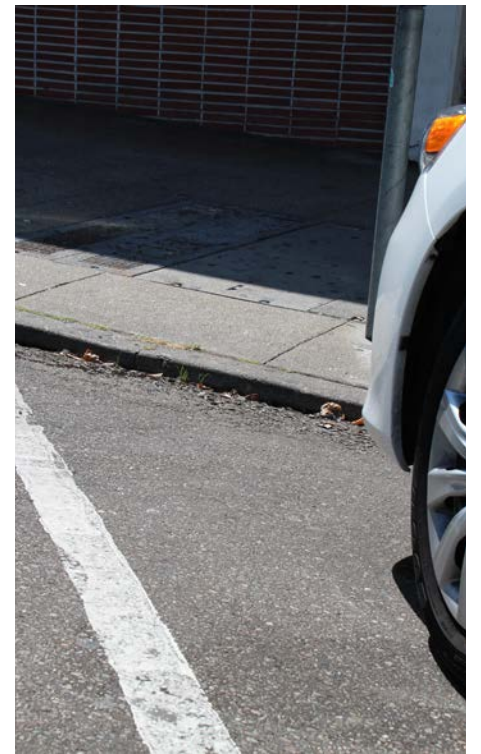
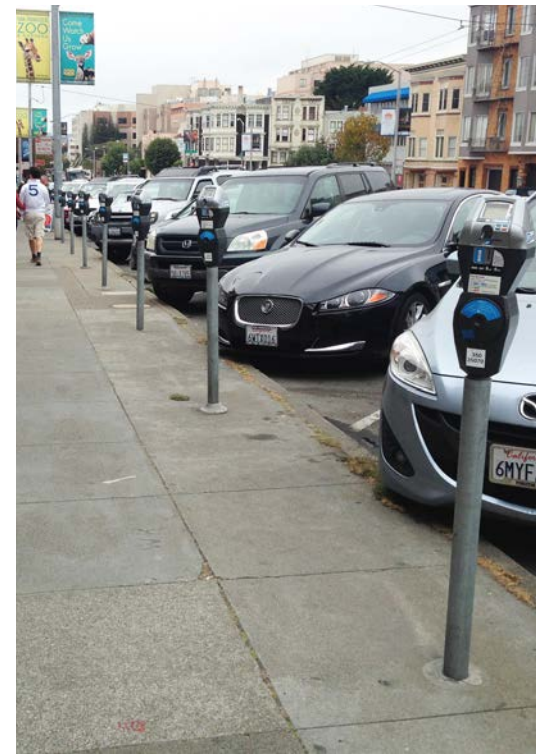
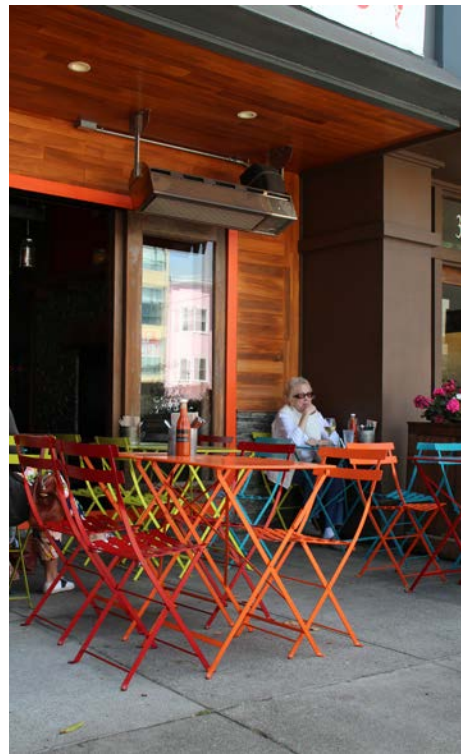
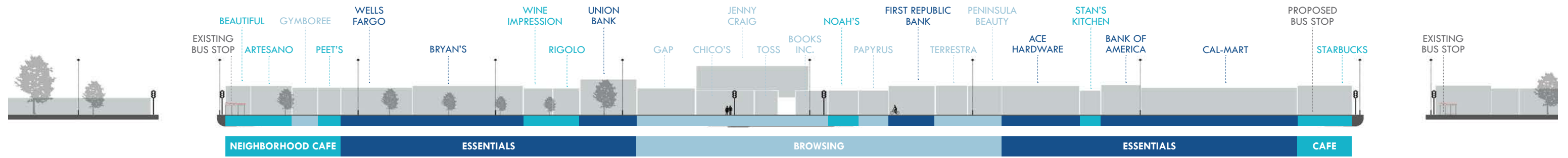


# COMMUNITY IDENTITY



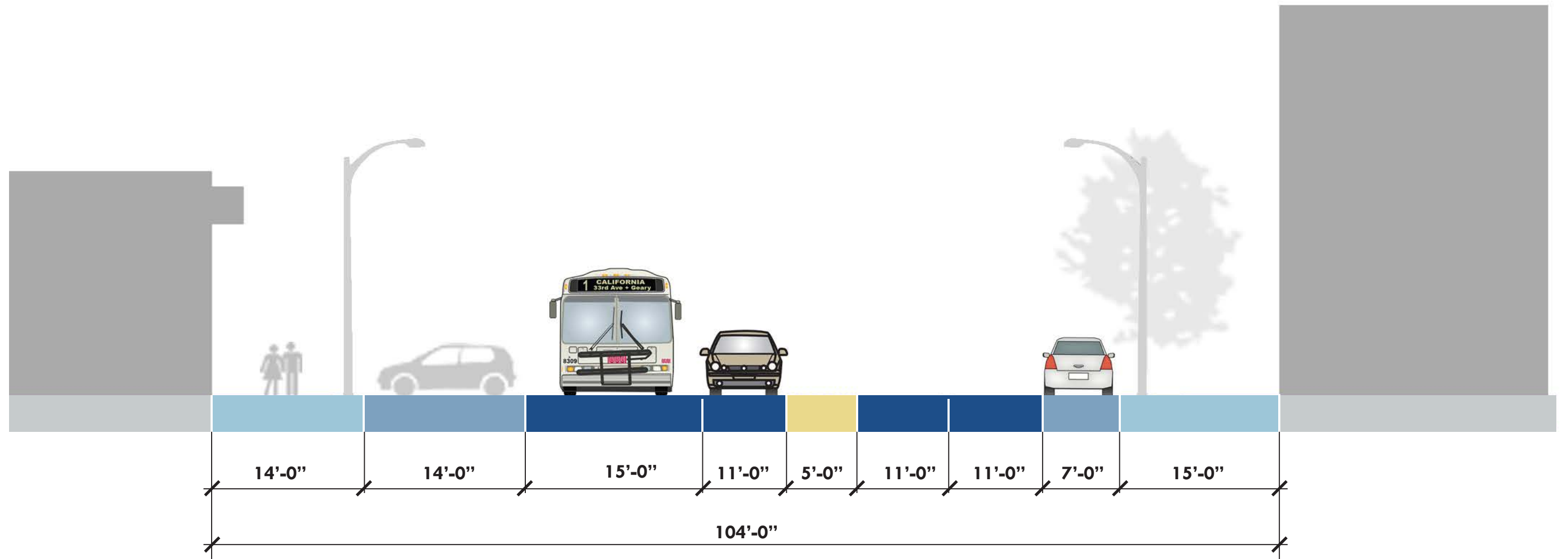
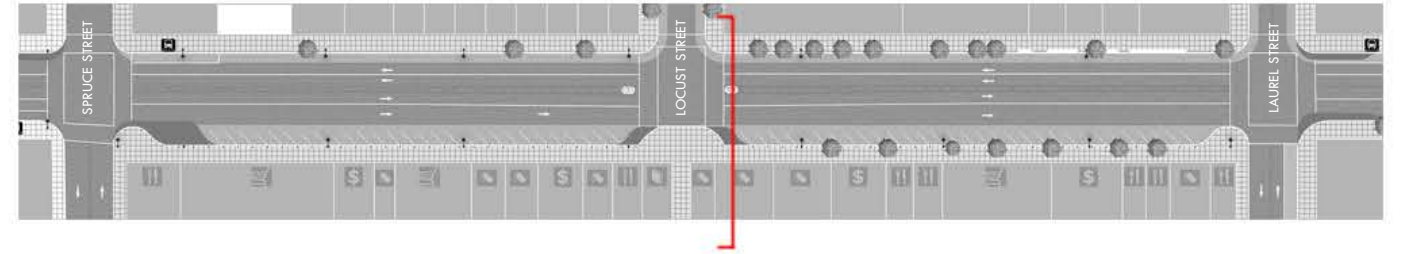


# SITE IDENTITY



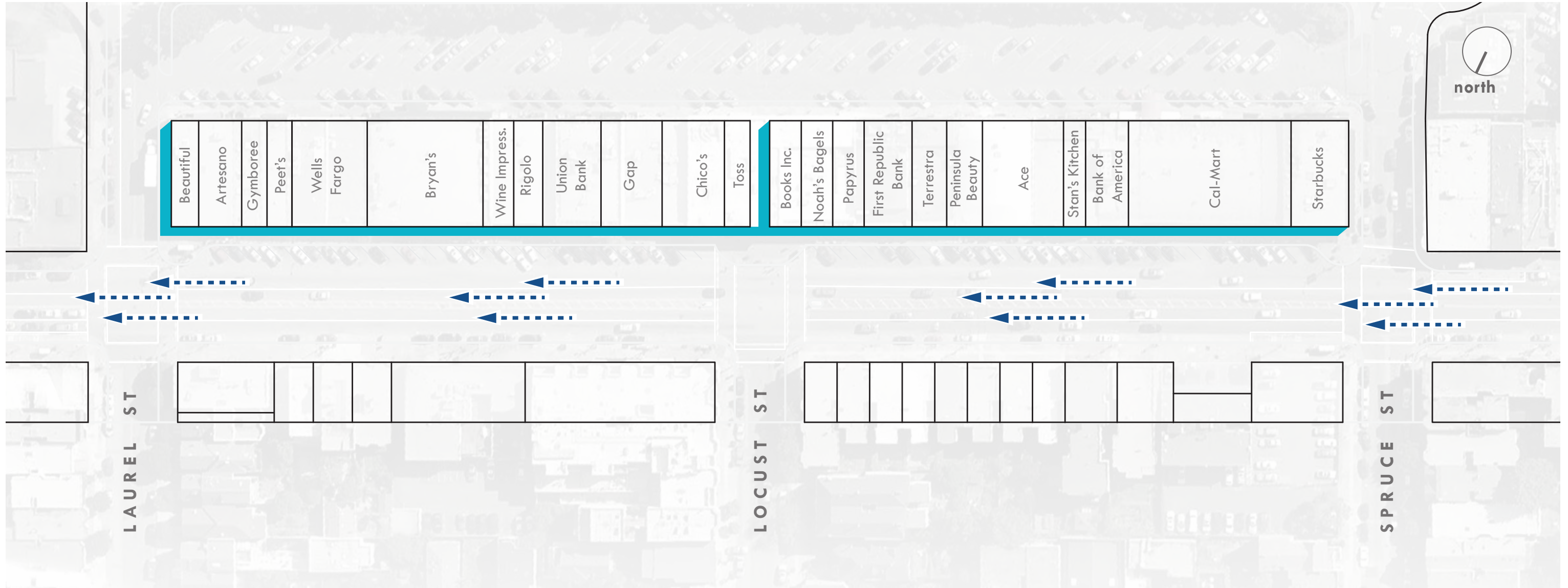


# SITE ANALYSIS

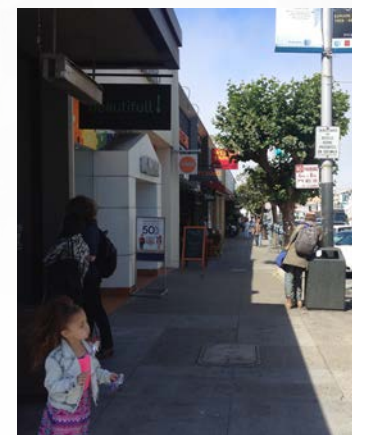
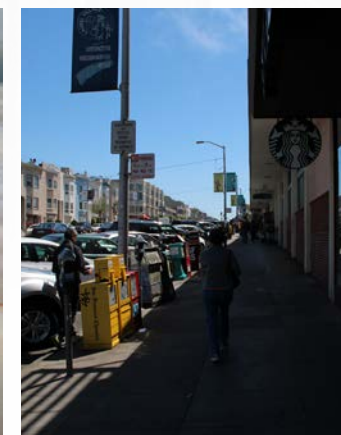


# SITE ANALYSIS

## ENVIRONMENT



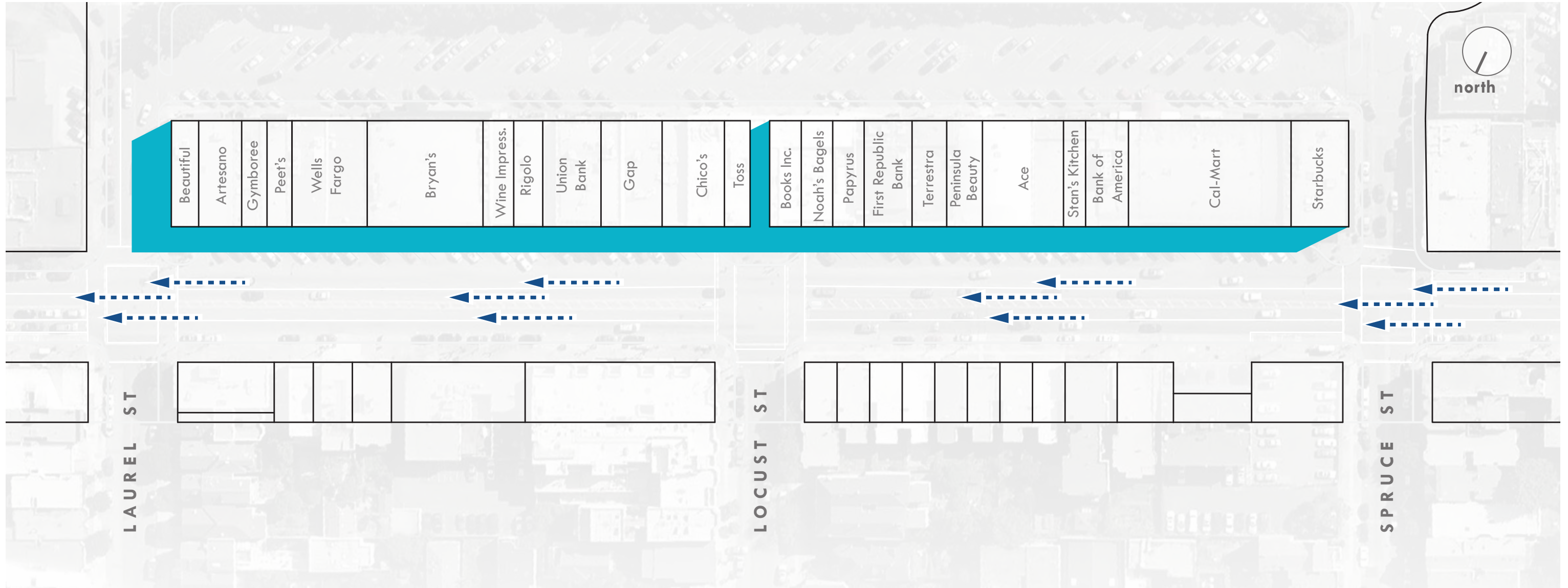
**PREVAILING WIND DIRECTION + FOG MOISTURE  
SUMMER SHADOW LINE**





# SITE ANALYSIS

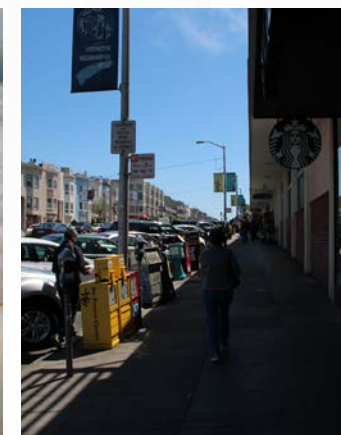
## ENVIRONMENT



**PREVAILING WIND DIRECTION + FOG MOISTURE**

SUMMER SHADOW LINE

WINTER SHADOW LINE





# SITE ANALYSIS

EXISTING CONDITION



PREVAILING WIND DIRECTION + FOG MOISTURE

SUMMER SHADOW LINE

WINTER SHADOW LINE

EXISTING TREES



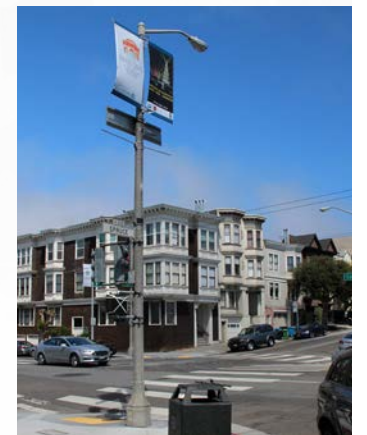


# PROPOSED IMPROVEMENTS

## LIGHTING



- PREVAILING WIND DIRECTION + FOG MOISTURE
- SUMMER SHADOW LINE
- WINTER SHADOW LINE
- EXSITING TREES
- STREET LIGHTS + NEW PEDESTRIAN LIGHTING**



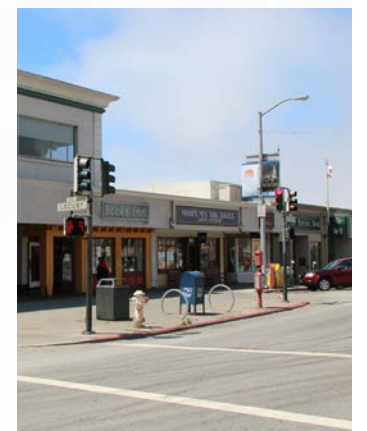
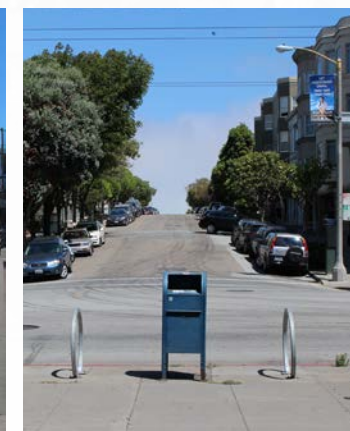


# PROPOSED IMPROVEMENTS

## GATEWAY PLAZAS



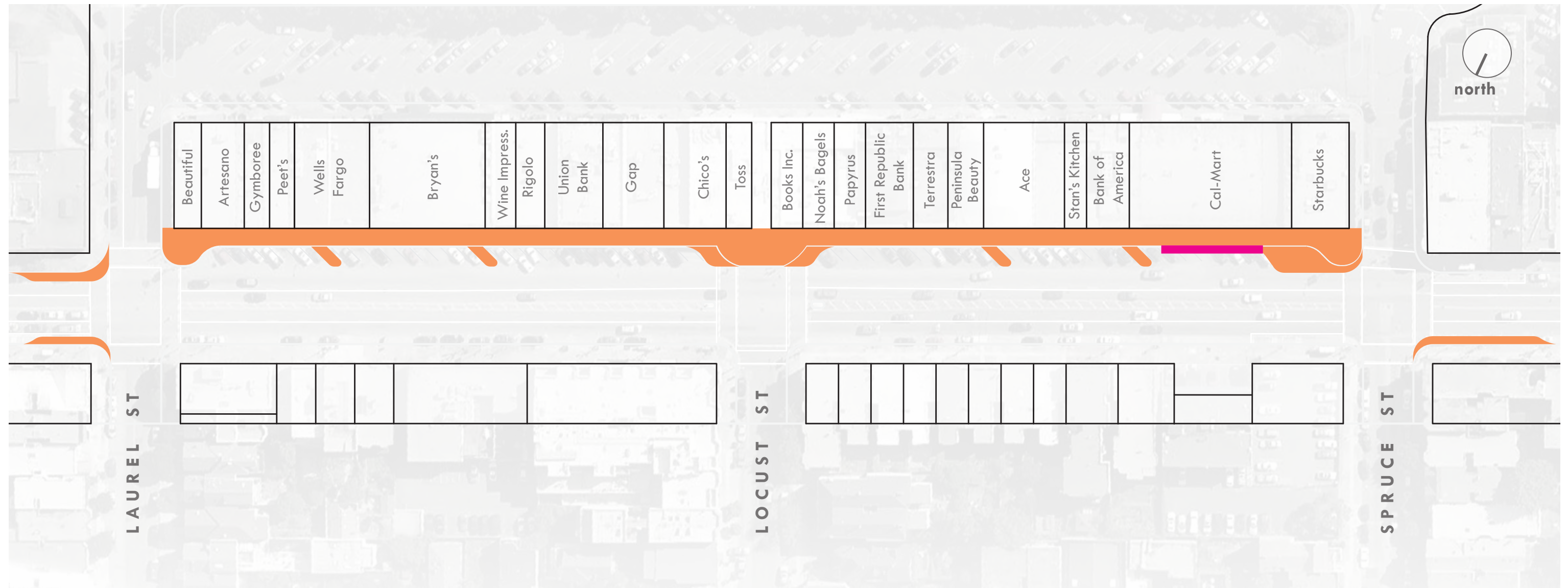
- PREVAILING WIND DIRECTION + FOG MOISTURE
- SUMMER SHADOW LINE
- WINTER SHADOW LINE
- EXSITING TREES
- STREET LIGHTS + NEW PEDESTRIAN LIGHTING
- GATEWAY PLAZAS**





# PROPOSED IMPROVEMENTS

## PEDESTRIAN IMPROVEMENTS



Beautiful	Artesano	Gymboree	Peef's	Wells Fargo	Bryan's	Wine Impress.	Rigolo	Union Bank	Gap	Chico's	Toss	Books Inc.	Noah's Bagels	Papyrus	First Republic Bank	Terrestra	Peninsula Beauty	Ace	Stan's Kitchen	Bank of America	Cal-Mart	Starbucks
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- PREVAILING WIND DIRECTION + FOG MOISTURE
- SUMMER SHADOW LINE
- WINTER SHADOW LINE
- EXSITING TREES
- STREET LIGHTS + NEW PEDESTRIAN LIGHTING
- GATEWAY PLAZAS
- PEDESTRIAN IMPROVEMENTS





# PROPOSED IMPROVEMENTS

GREENING



PREVAILING WIND DIRECTION + FOG MOISTURE

SUMMER SHADOW LINE

WINTER SHADOW LINE

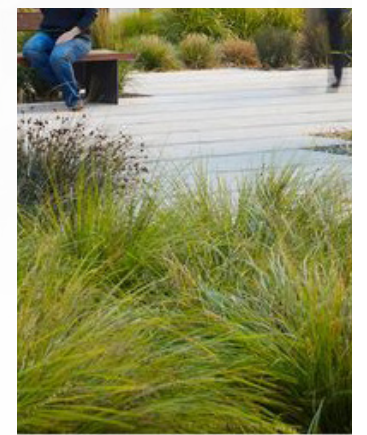
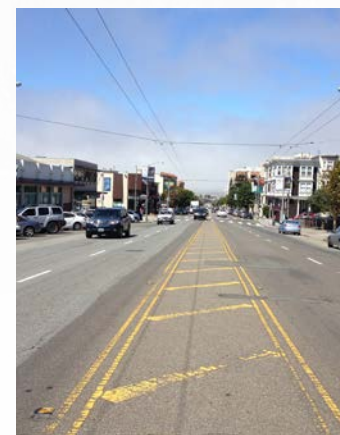
EXISTING TREES

STREET LIGHTS + NEW PEDESTRIAN LIGHTING

GATEWAY PLAZAS

PEDESTRIAN IMPROVEMENTS

NEIGHBORHOOD GREENING










# PROPOSED IMPROVEMENTS

## URBAN DESIGN DIAGRAM

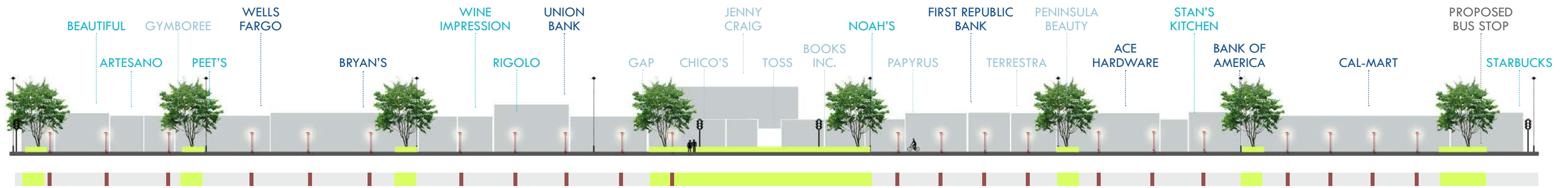


### LEGEND

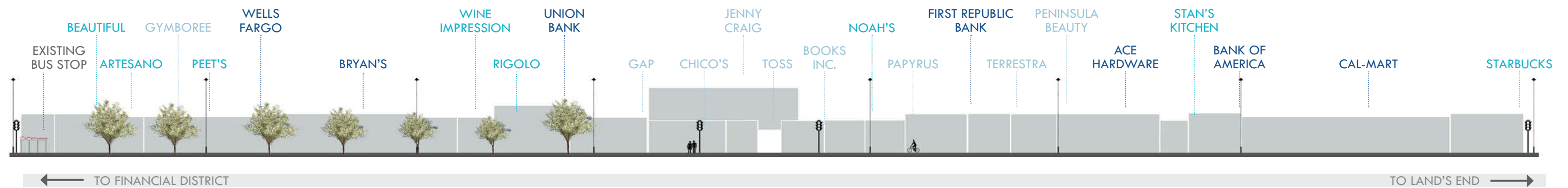
-  Gateway Nodes
-  Mid-Block Greening
-  Median Planting at Crosswalk
-  Pedestrian Improvements
-  Raised Curbs

# PROPOSED IMPROVEMENTS

## URBAN DESIGN ELEVATION



PROPOSED SITE : ELEVATION

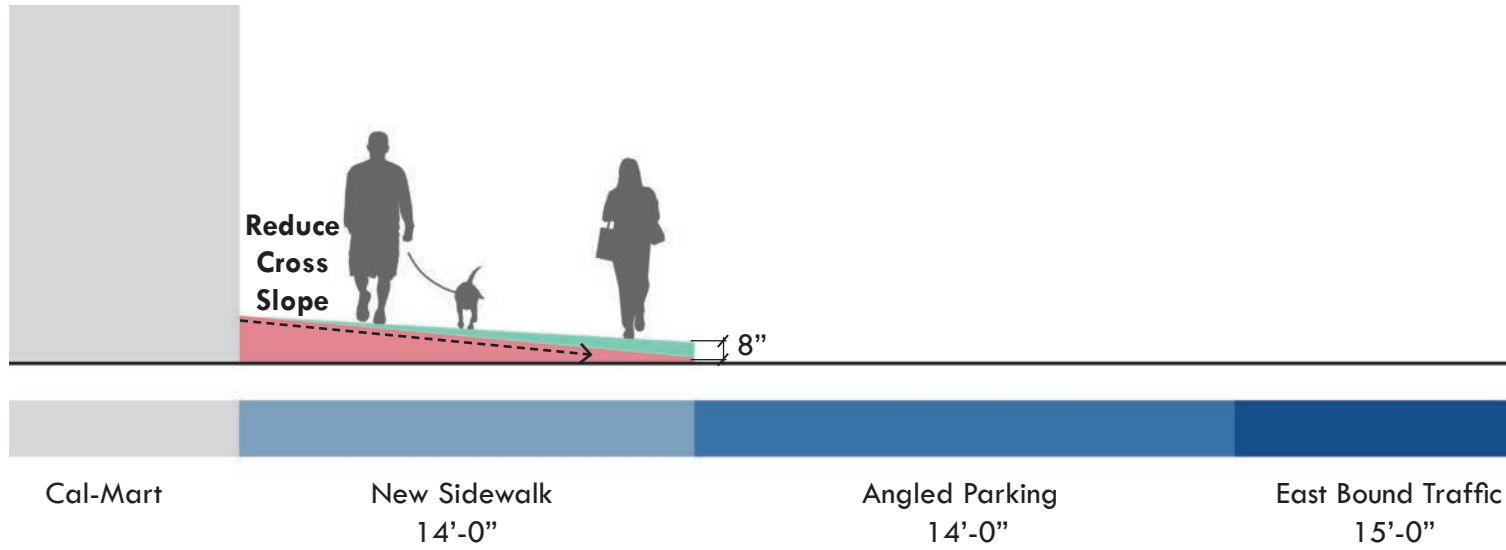


EXISTING SITE : ELEVATION



# PROPOSED INTERVENTIONS

## RAISED CURBS



## NEW PLANTING



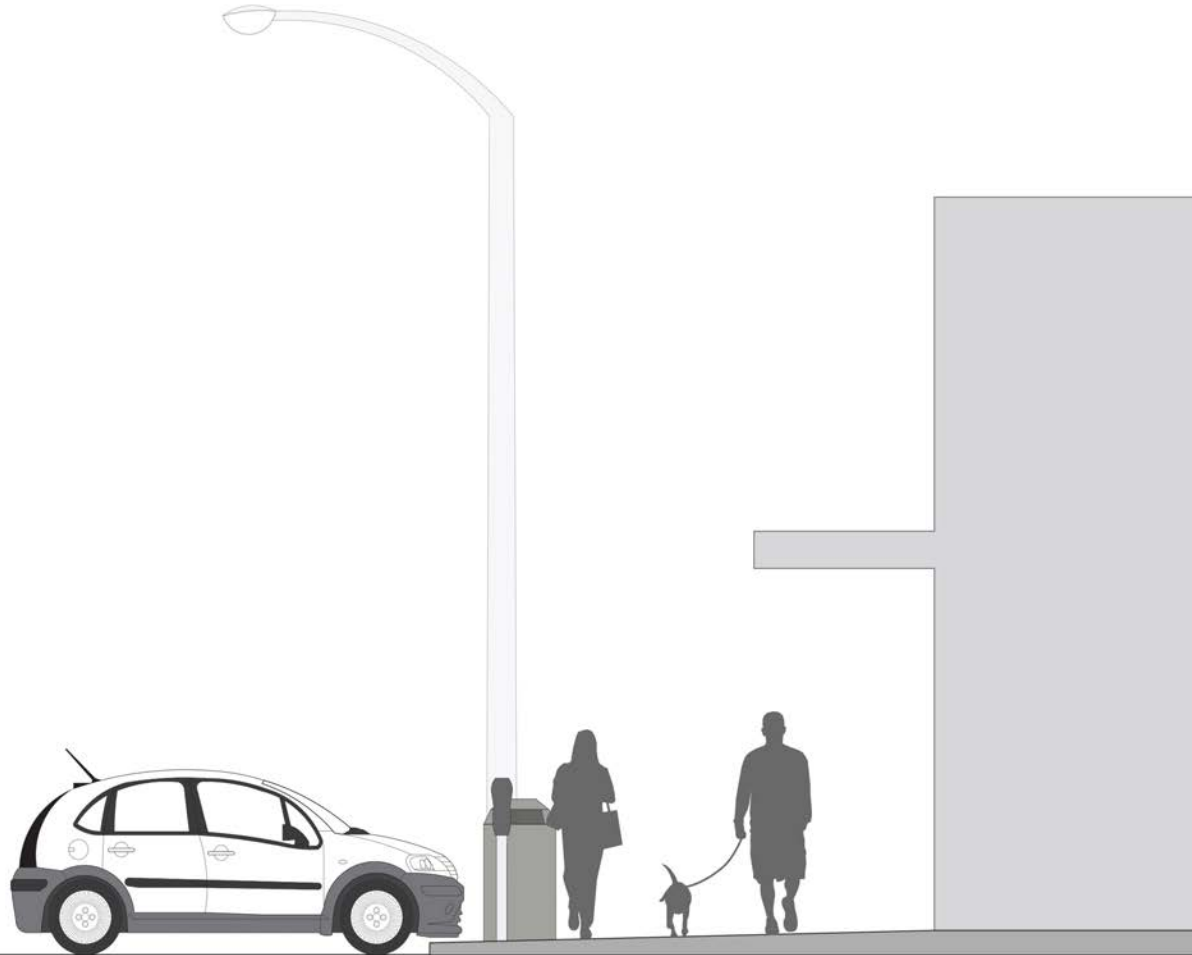
## GATEWAY NODES



## ICONIC PAVING AT CENTRAL PLAZA



# SECTION STUDIES



STREET    PARKING    SIDEWALK    STOREFRONT

STREET    PARKING    SIDEWALK    STOREFRONT

EXISTING



PROPOSED



# CONTEMPORARY FORMAL

## CONCEPT ONE

TOPIARY HEDGES  
ANCIENT OLIVE GATEWAY FEATURE  
RADIANT PAVING  
IDENTITY LOGO AT CENTRAL PLAZA  
UPLIGHTS ON SPECIMEN OLIVE TREES

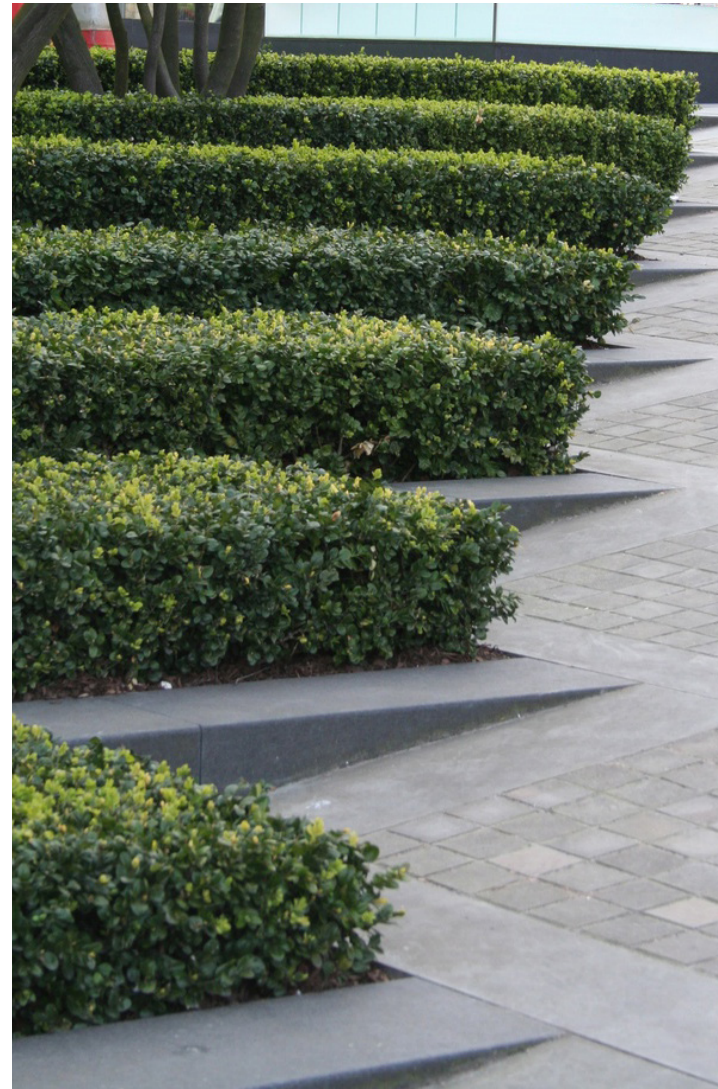


# CONTEMPORARY FORMAL

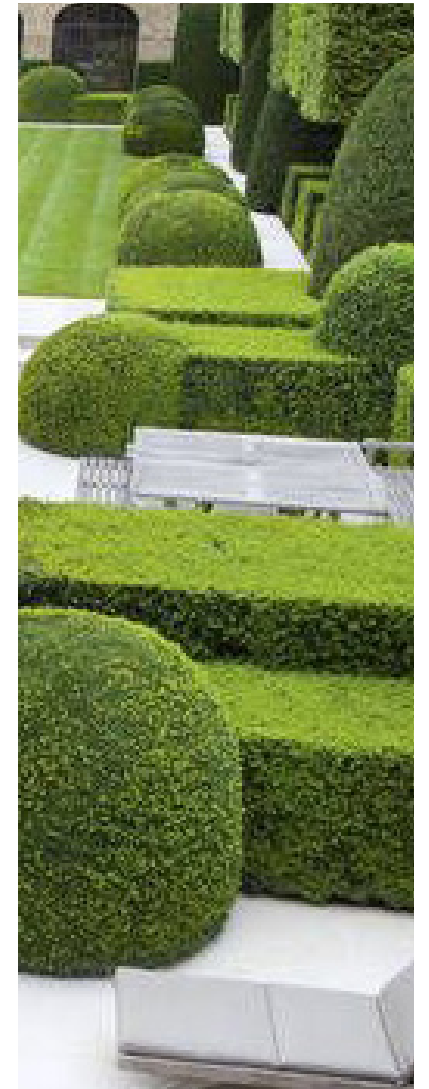
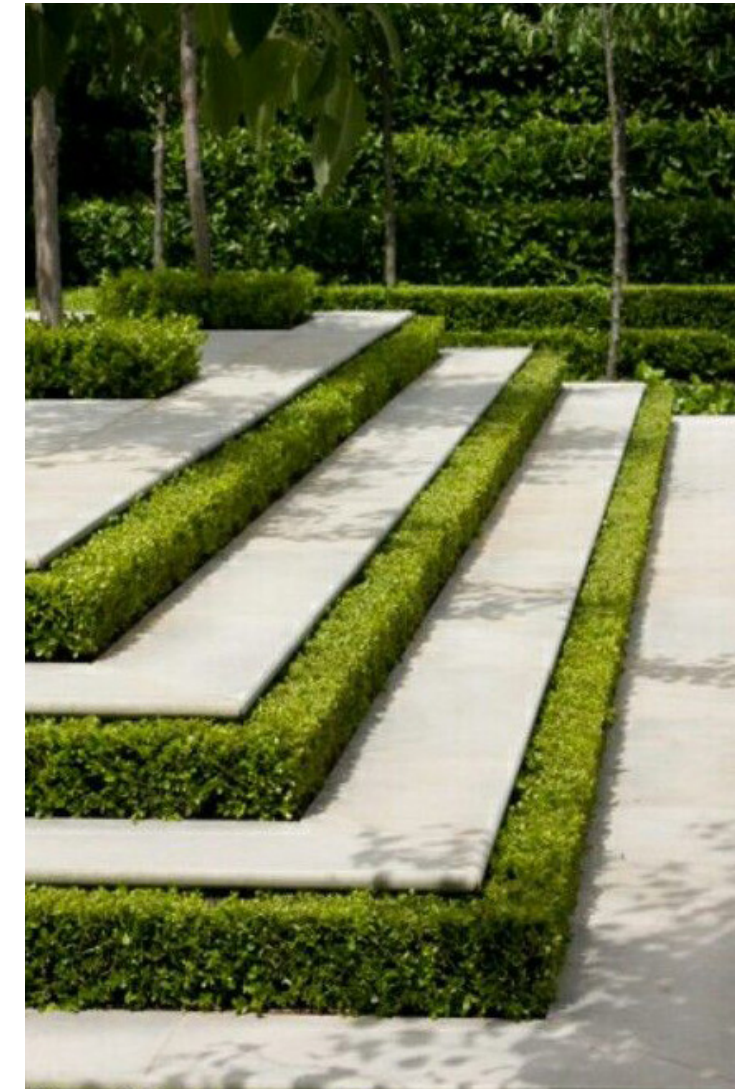
## NEIGHBORHOOD GREENING



Ancient Olive Tree



Boxwood Hedge





# CONTEMPORARY FORMAL

## SITE FURNISHINGS



Benches



Uplighting on Olive Trees

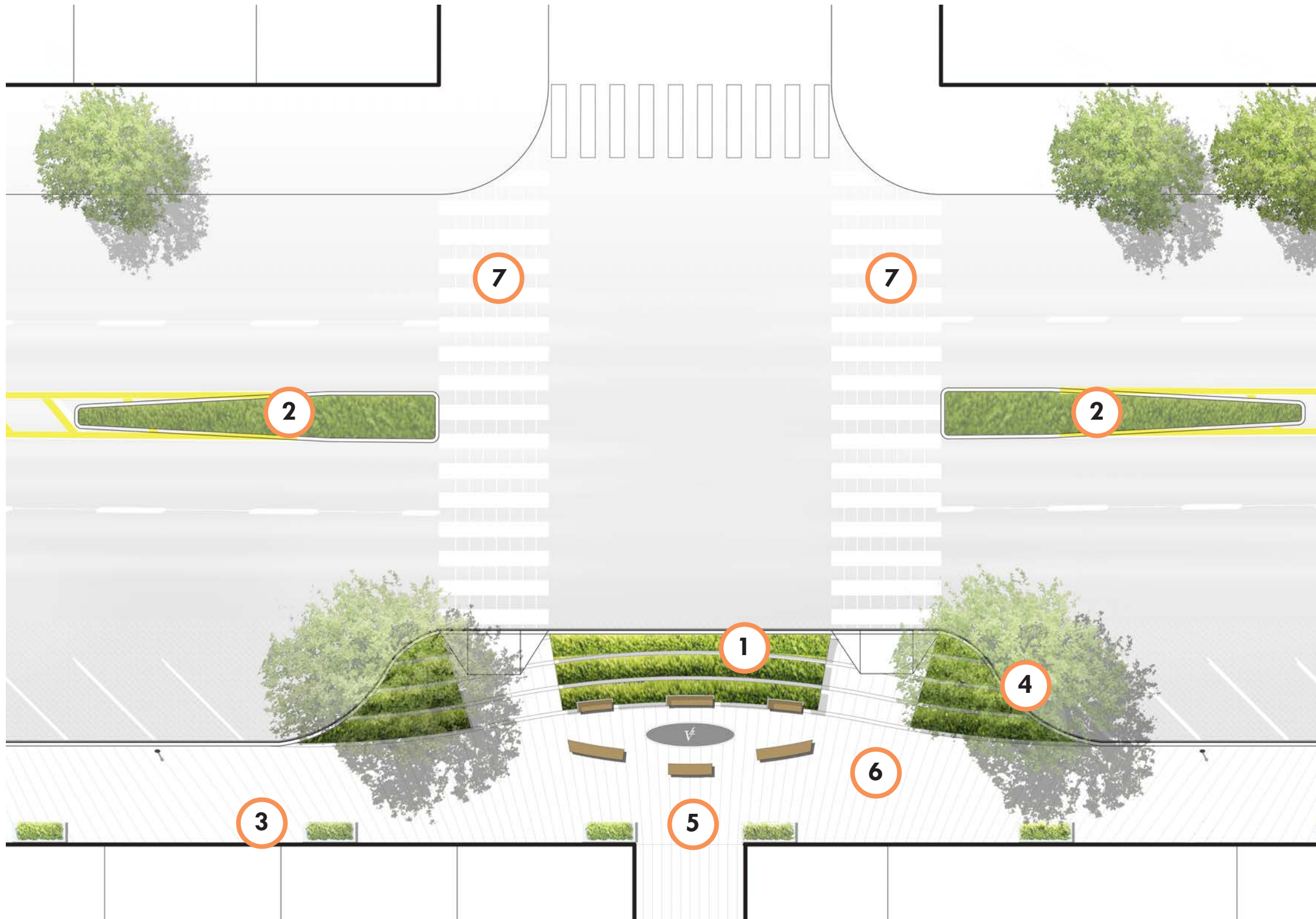


Storefront Planters



# CONTEMPORARY FORMAL

## CENTRAL PLAZA : PLAN VIEW



### LEGEND

- 1 Green Plaza Buffer
- 2 Expanded Median
- 3 Storefront Planters
- 4 Specimen Ancient Olive Tree
- 5 Plaza Logo + Benches
- 6 Iconic Paving
- 7 New Continental Crosswalks





# CONTEMPORARY FORMAL

## GATEWAY IDENTITY



Ancient Olive Gateway Marker





# CONTEMPORARY FORMAL

EXISTING CONDITION





# CONTEMPORARY FORMAL

NEW GATEWAY IDENTITY





# EUROPEAN BISTRO

## CONCEPT TWO

MOVEABLE FURNITURE  
BRIGHT PLAYFUL COLOR SCHEME  
OVERHEAD STRING LIGHTING  
PAVEMENT / GRASSES OVERLAP  
IDENTITY LOGO AT CENTRAL PLAZA  
VERTICAL GREEN GATEWAY DESIGN



# EUROPEAN BISTRO

## NEIGHBORHOOD GREENING



Ancient Olive Tree



*Calamagrostis x acutiflora* 'Karl Forster'



*Nasella tenuissima*

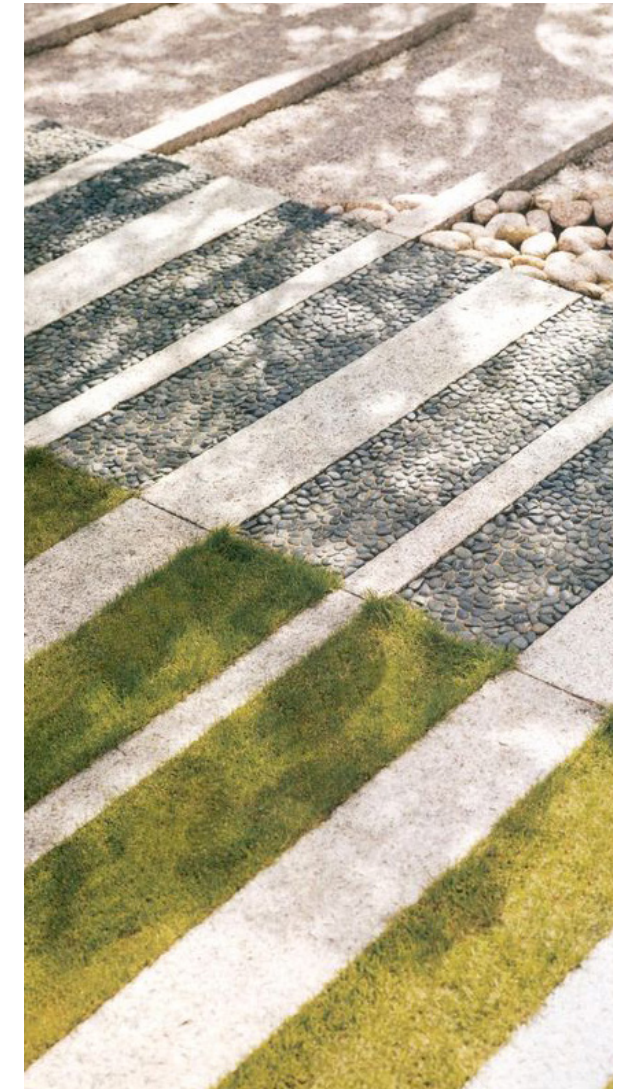
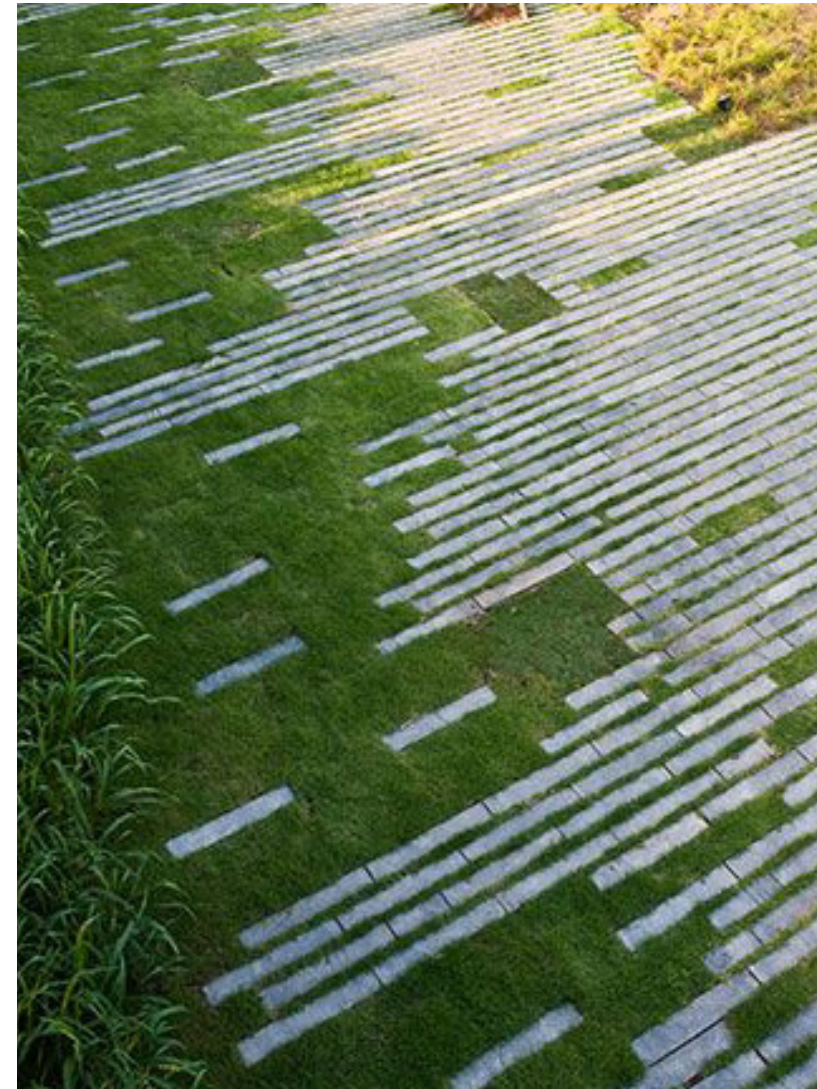
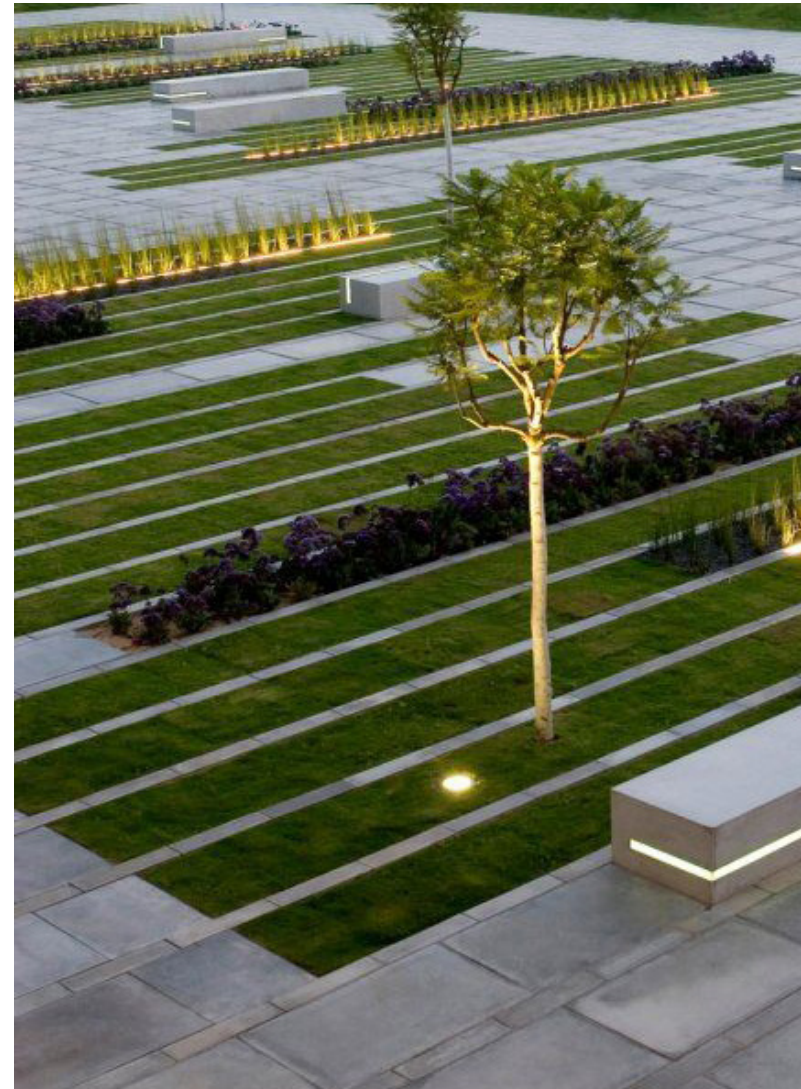
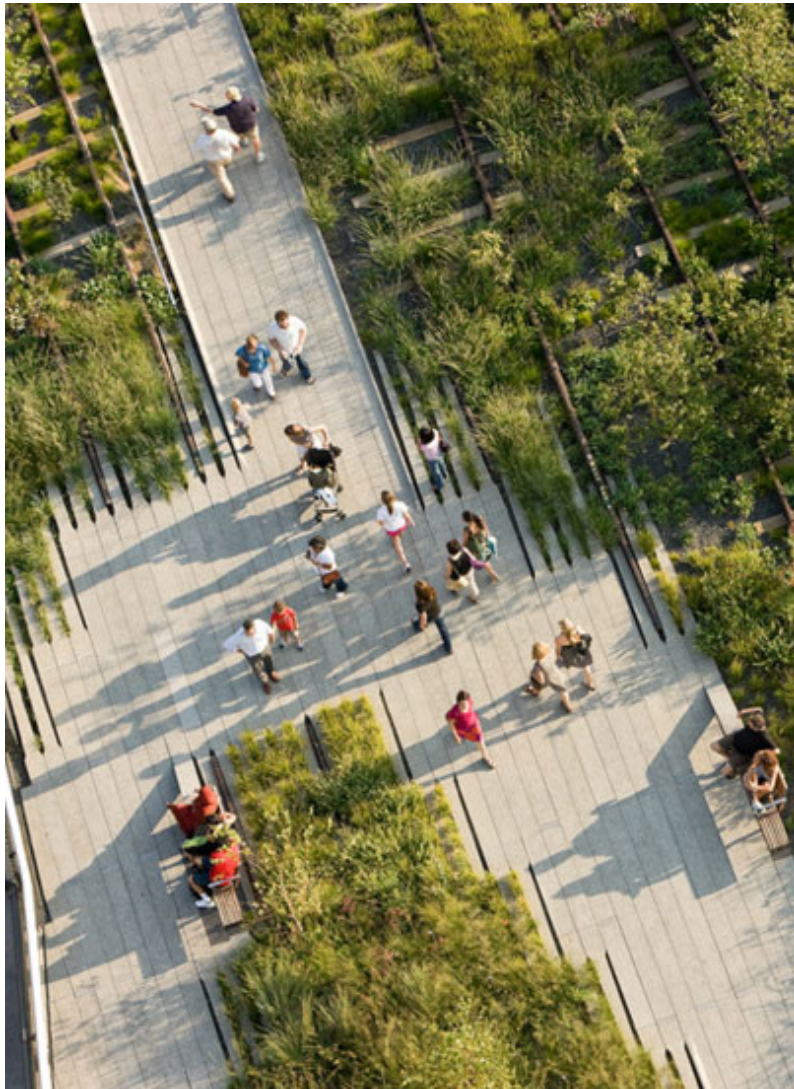


*Helictotrichon sempervirens*



# EUROPEAN BISTRO

## ICONIC PAVING

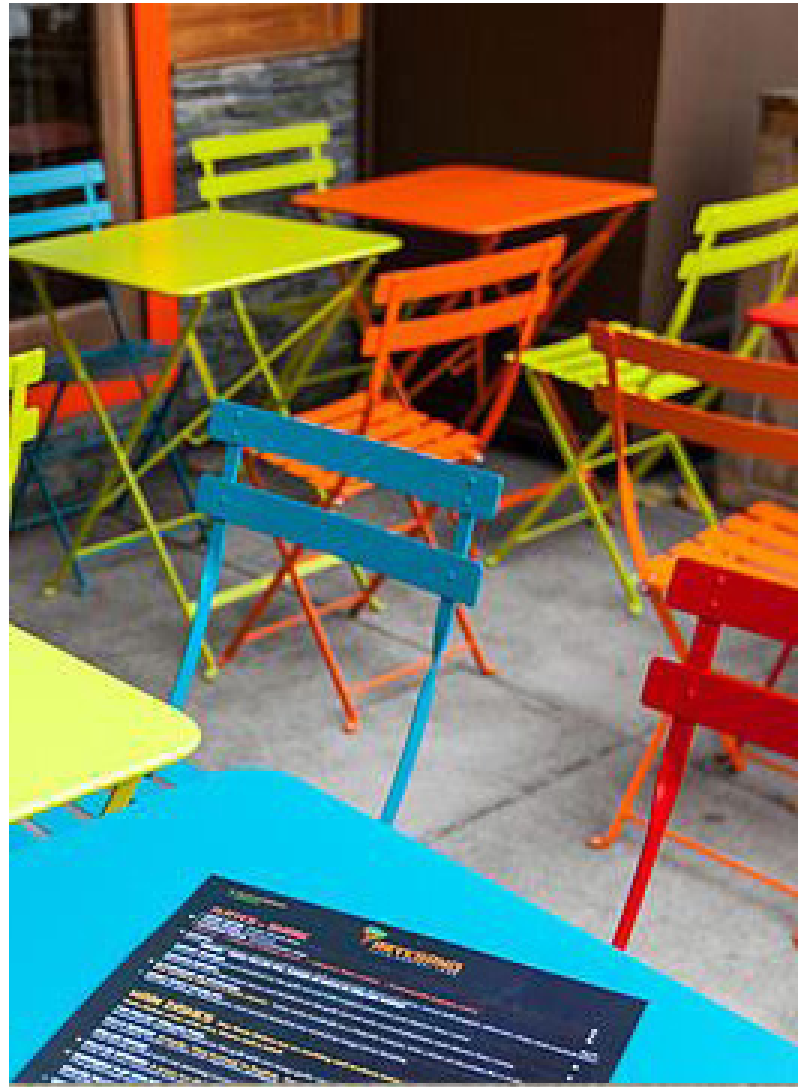


New York City, New York



# EUROPEAN BISTRO

## SITE FURNISHINGS



Colorful Seating



Overhead String Lighting



Storefront Planters

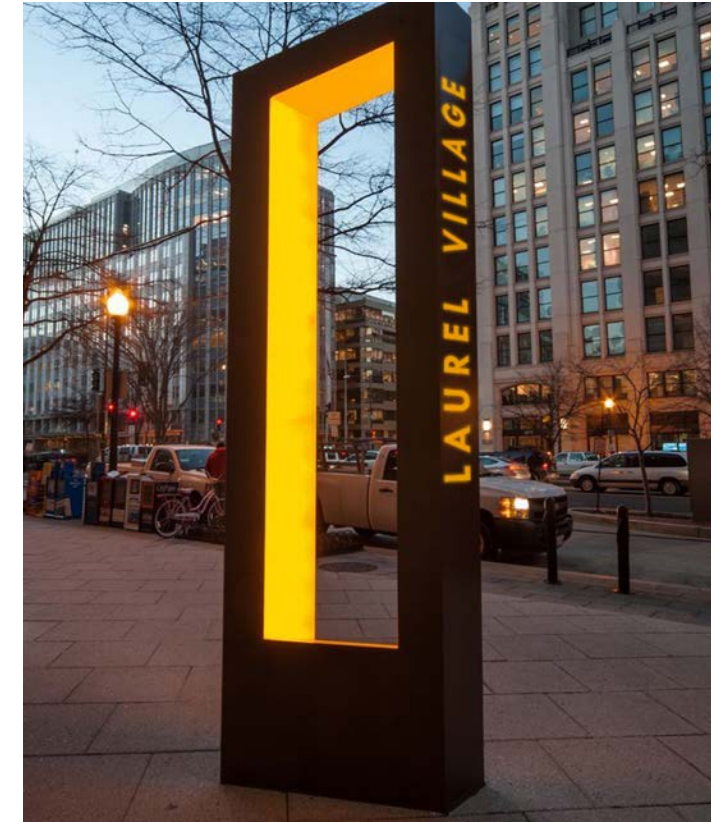


# EUROPEAN BISTRO

## GATEWAY IDENTITY



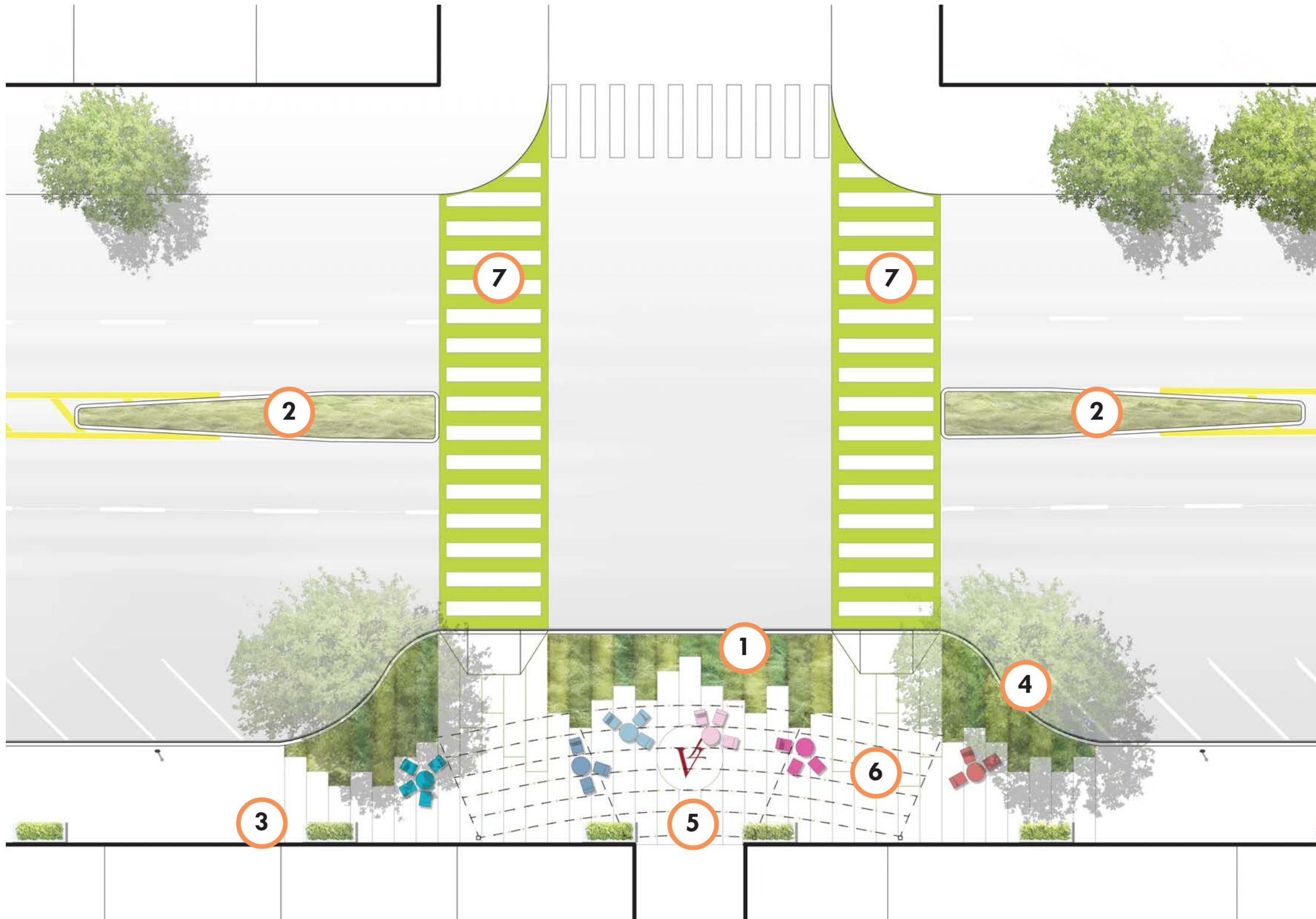
Planted Gateway Marker





# EUROPEAN BISTRO

## CENTRAL PLAZA : PLAN VIEW



### LEGEND

- 1 Green Plaza Buffer
- 2 Expanded Median
- 3 Storefront Planters
- 4 Specimen Tree
- 5 Plaza Logo + Tables and Chairs
- 6 Iconic Paving + Overhead String Lights
- 7 Green Crosswalk Print for Traffic Calming



# MODERN CONTEMPORARY

## CONCEPT THREE

SCULPTURAL SEATS AT CENTRAL PLAZA  
CONTRAST PAVING PATTERN  
GATEWAY IDENTITY LETTERING  
CONTEMPORARY PLANTING DESIGN  
MOISTURE HARVESTING GATEWAY



# MODERN CONTEMPORARY

## NEIGHBORHOOD GREENING



Cordyline australis



Yucca filamentosa





# MODERN CONTEMPORARY

ICONIC PAVING



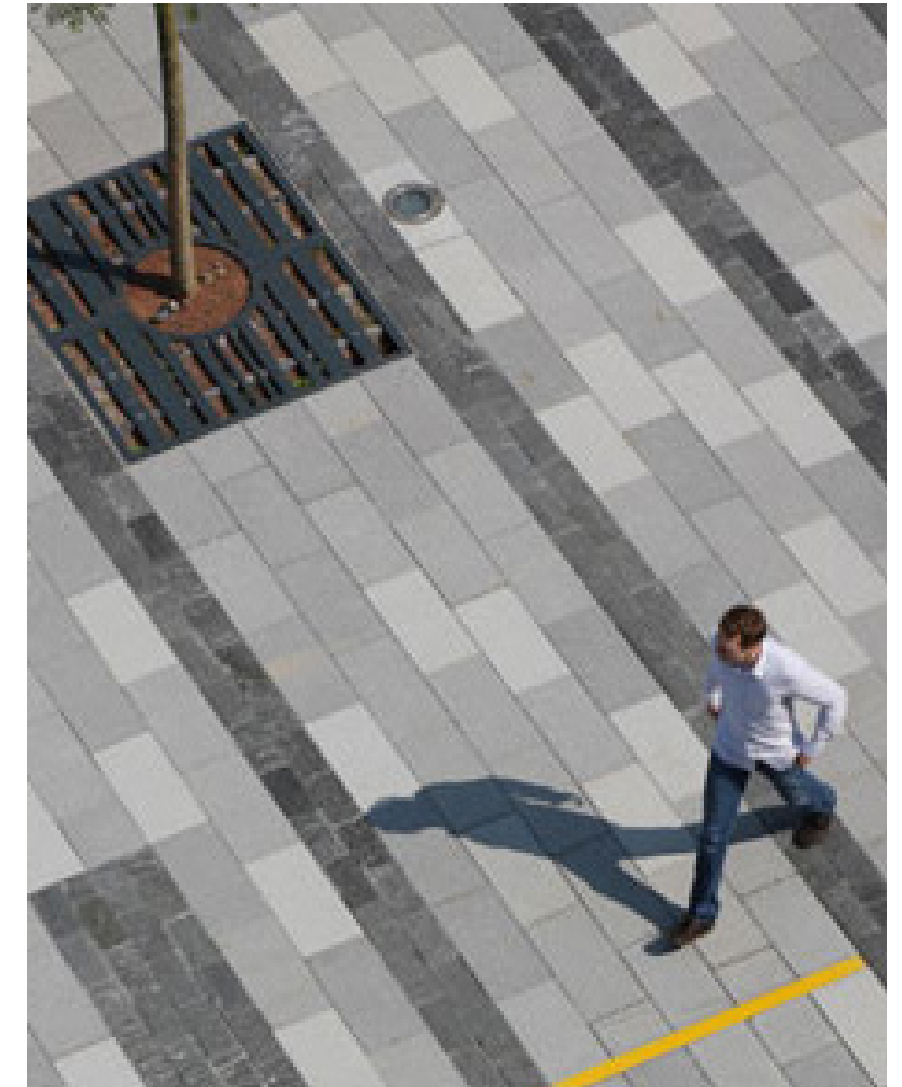
Solingen, Germany



Brookville, New York



Exploratorium : San Francisco, California



Quebec City, Canada



# MODERN CONTEMPORARY

## SITE FURNISHINGS



Exploratorium : San Francisco, California



Plaza del Milenio : Valladolid, Spain



Contemporary Glowsticks : Bangkok, China



# MODERN CONTEMPORARY

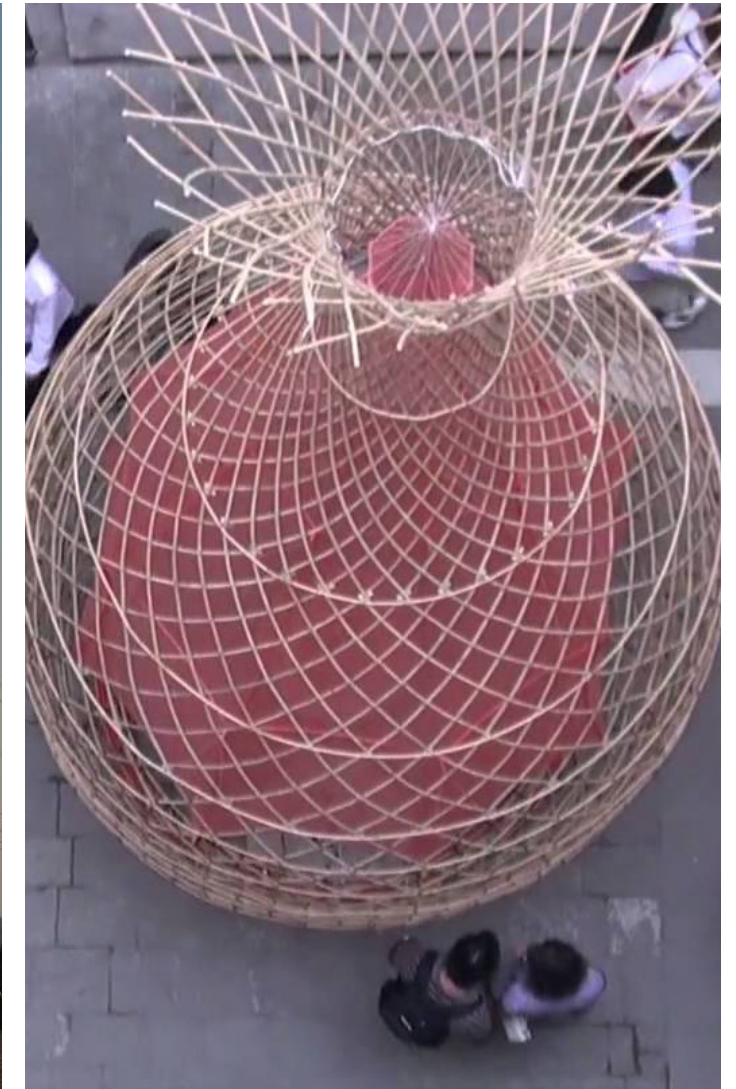
## GATEWAY IDENTITY



Fog Catcher Mesh



Water Warka : Venice, Italy



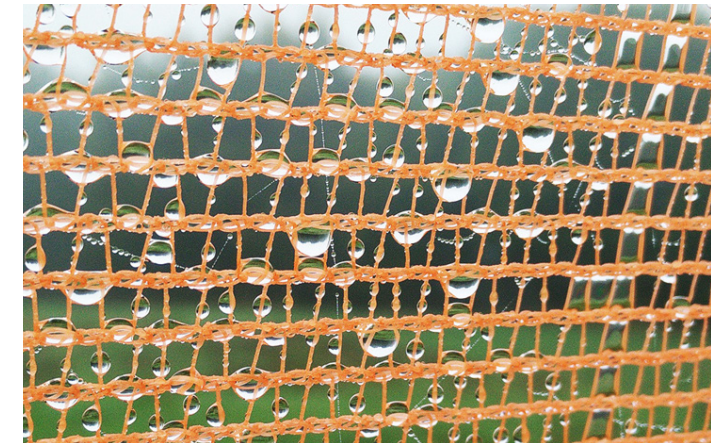


# MODERN CONTEMPORARY

## GATEWAY IDENTITY



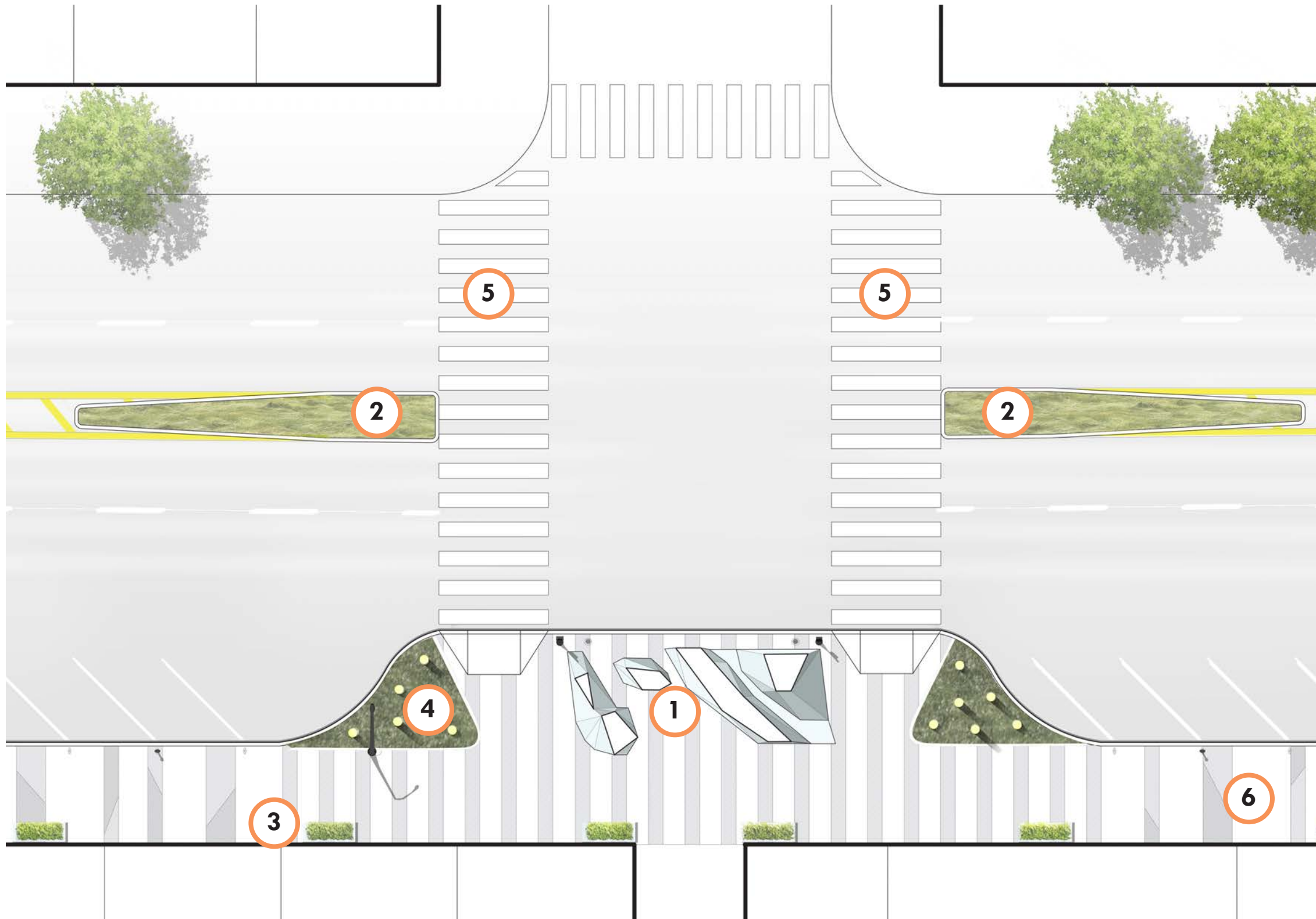
Fog Catcher Gateway Marker





# MODERN CONTEMPORARY

## CENTRAL PLAZA : PLAN VIEW



### LEGEND

- 1 Interactive Sculpture
- 2 Expanded Median
- 3 Storefront Planters
- 4 Glow Lights in Planting Area
- 5 New Continental Crosswalks
- 6 Iconic Paving





# PROJECT SCHEDULE

PLANNING & PUBLIC OUTREACH

FEBRUARY - NOVEMBER 2015

DESIGN

WINTER 2015 - SUMMER 2016

PROJECT ADVERTISE FOR BIDS

SUMMER - FALL 2016

CONSTRUCTION BEGINS

FALL 2016 - WINTER 2017



# MEETING AGENDA

QUESTION & ANSWER (5-10 MIN)

OPEN HOUSE + QUESTIONNAIRES (20-30 MIN)

MEETING CLOSE



# LAUREL VILLAGE

CALIFORNIA STREET | PEDESTRIAN IMPROVEMENTS