

MINNA-NATOMA ART CORRIDOR

COMMUNITY WORKSHOP #2 | JUNE 23, 2020

PLEASE STAND BY...



WELCOME

- 12:00 – 12:15 OVERVIEW AND CONTEXT
- 12:15 – 12:25 CREATING THE ART CORRIDOR
- 12:25 – 12:40 STREETScape DESIGN CONCEPTS
- 12:40 – 12:55 FEEDBACK
- 12:55 – 1:00 WRAP-UP / NEXT STEPS

SF^{MO}MA

YBCBD

San Francisco
Planning

SAN FRANCISCO
PUBLIC
WORKS

sfac

 SFMTA

HOW

PLEASE BEAR WITH US

POST YOUR QUESTIONS IN THE CHAT

FEEDBACK FORM

FOLLOW-UPS AS NEEDED



<http://tiny.cc/7r06qz>

??!!!
_ _ _ _ _

HOW CAN THIS PROJECT ADVANCE
EQUITY AND CONTRIBUTE TO OUR
COMMUNITY'S RECOVERY?





ART <—> LANDSCAPE

CTC, CURATORIAL STATEMENT

STREETScape DESIGN + ART

SF ^{MO}MA

San Francisco
Planning

sfac

YBCBD

SAN FRANCISCO
PUBLIC
WORKS

 SFMTA

THE PROJECT

PROJECT GOALS

EXECUTE **WORLD-CLASS ART** PROJECTS WITHIN THE MINNA-NATOMA ART CORRIDOR

LEVERAGE ART PROJECTS TO **ELEVATE** TYPICALLY **UNDERREPRESENTED ARTISTS**

MAKE **BOLD USE OF COLOR** IN THE LANDSCAPE

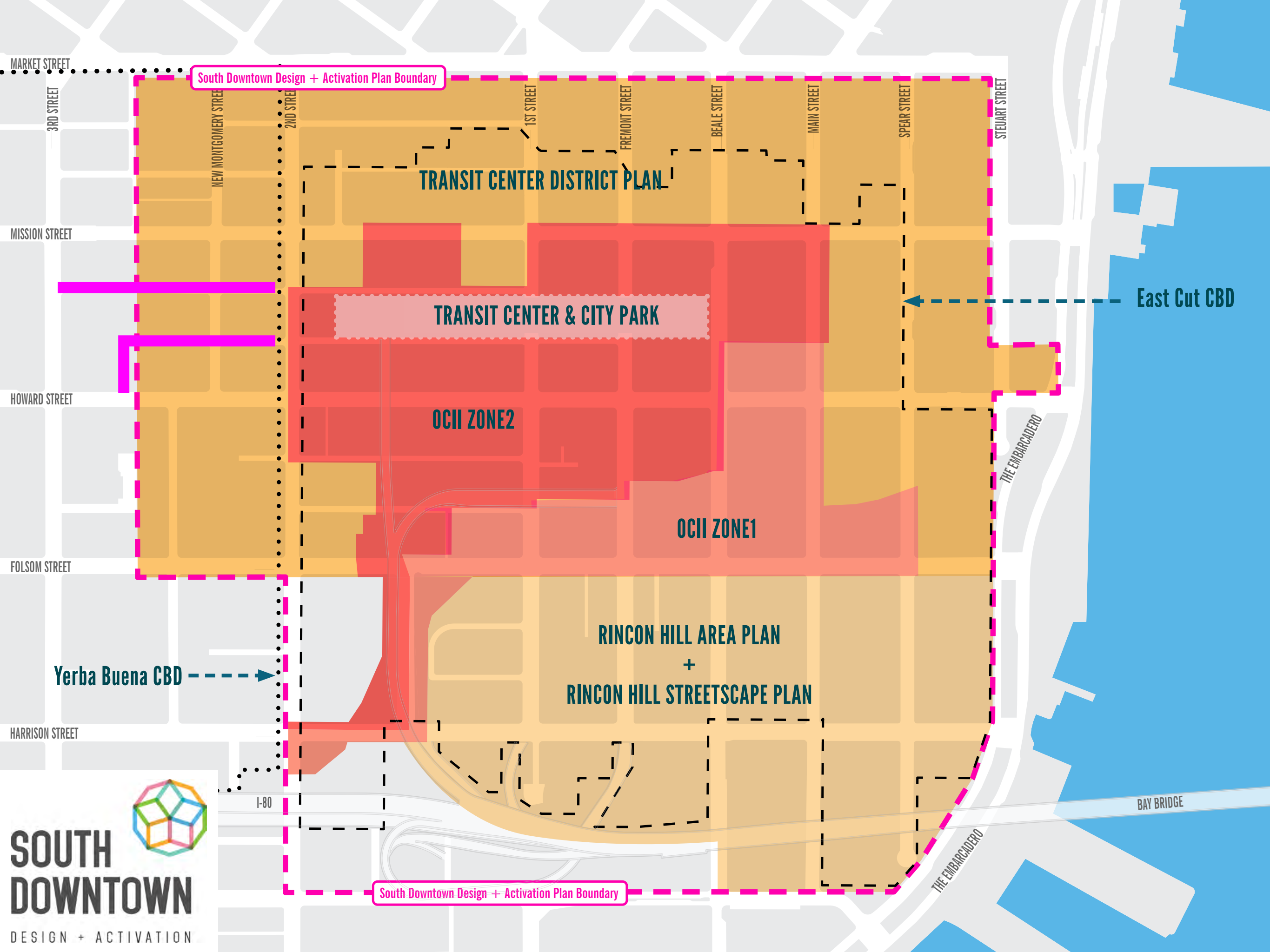
INSPIRE, DELIGHT, AND ENGAGE THE PUBLIC

INSTILL A SENSE OF **CIVIC PRIDE** FOR PEDESTRIANS USING THE SPACE

ACTIVATE AND ENLIVEN THE ALLEYWAYS BETWEEN THE TRANSIT CENTER AND THE YERBA BUENA GARDENS

ENHANCE SAFETY THROUGH IMPROVED LIGHTING, CLEANLINESS, AND UNIVERSAL ACCESS PRINCIPLES

IDENTIFY MINNA AND NATOMA **STREETS AS GATEWAYS** INTO THE YERBA BUENA NEIGHBORHOOD/ARTS DISTRICT



South Downtown Design + Activation Plan Boundary

TRANSIT CENTER DISTRICT PLAN

TRANSIT CENTER & CITY PARK

OCII ZONE2

OCII ZONE1

RINCON HILL AREA PLAN
+
RINCON HILL STREETScape PLAN

East Cut CBD

Yerba Buena CBD

BAY BRIDGE

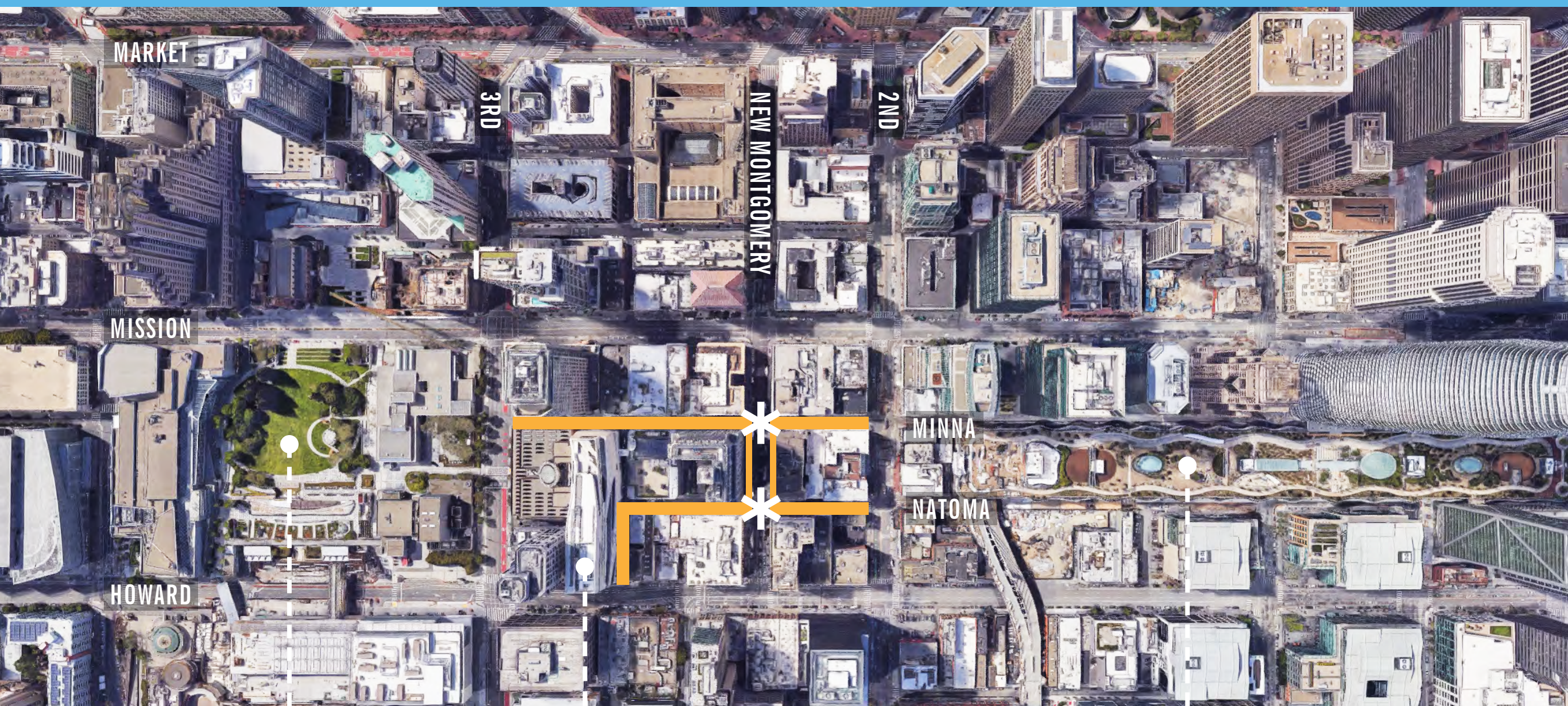
THE EMBARCADERO

THE EMBARCADERO

I-80

South Downtown Design + Activation Plan Boundary





Y.B.G.

SFMOMA

SF TRANSIT CENTER



SF/OAKLAND BAY BRIDGE

EMBARCADERO

SALES FORCE PARK

ACADEMY OF ART UNIV

111 MINNA GALLERY

HENRY'S
HUN AN

ACADEMY OF ART UNIV

THE MEXICAN
MUSEUM

SPUR

MOAD

MOURAD

SFMOMA
GARAGE

MOSCONE CENTER
GARAGE

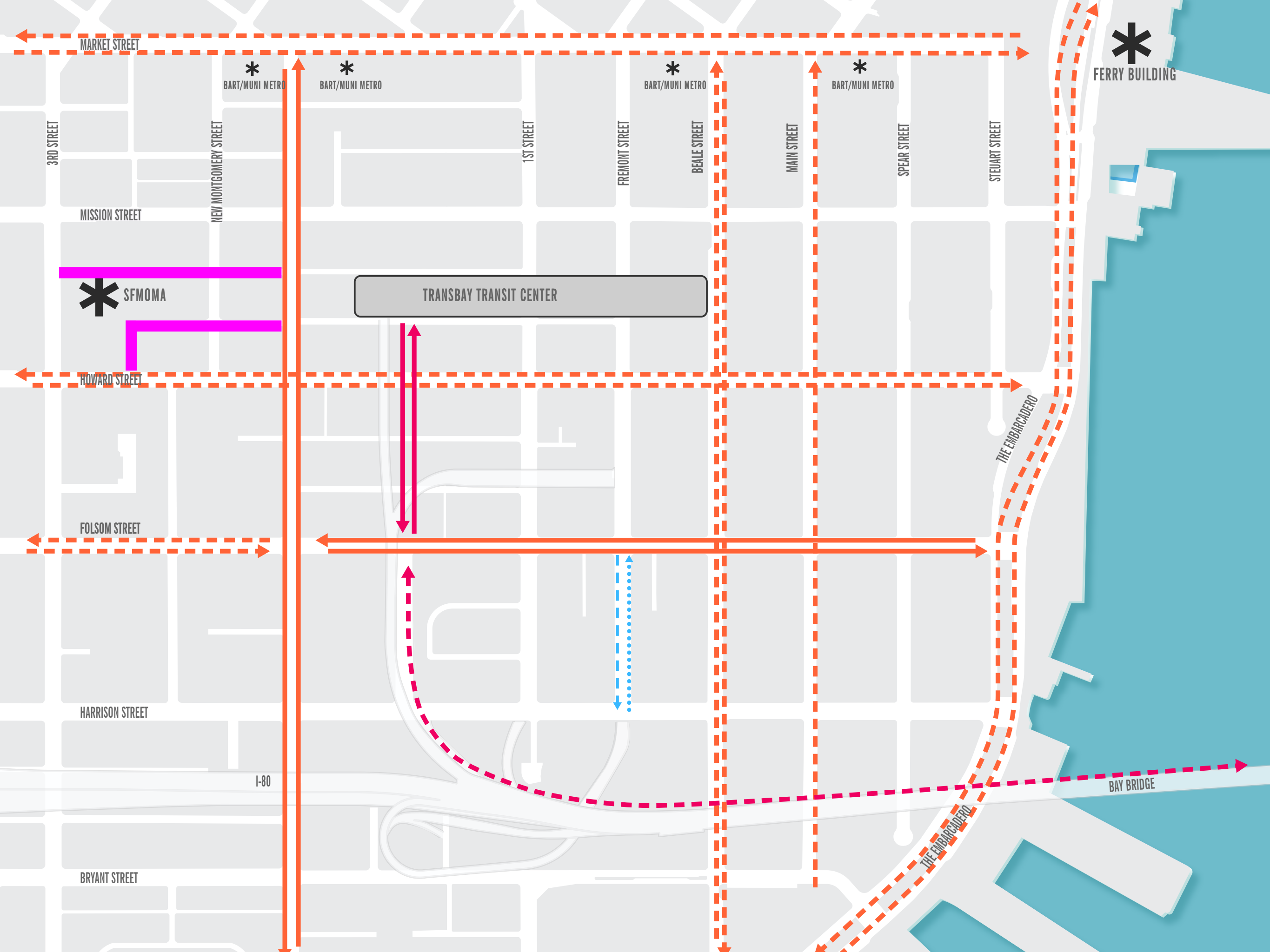
SFMOMA

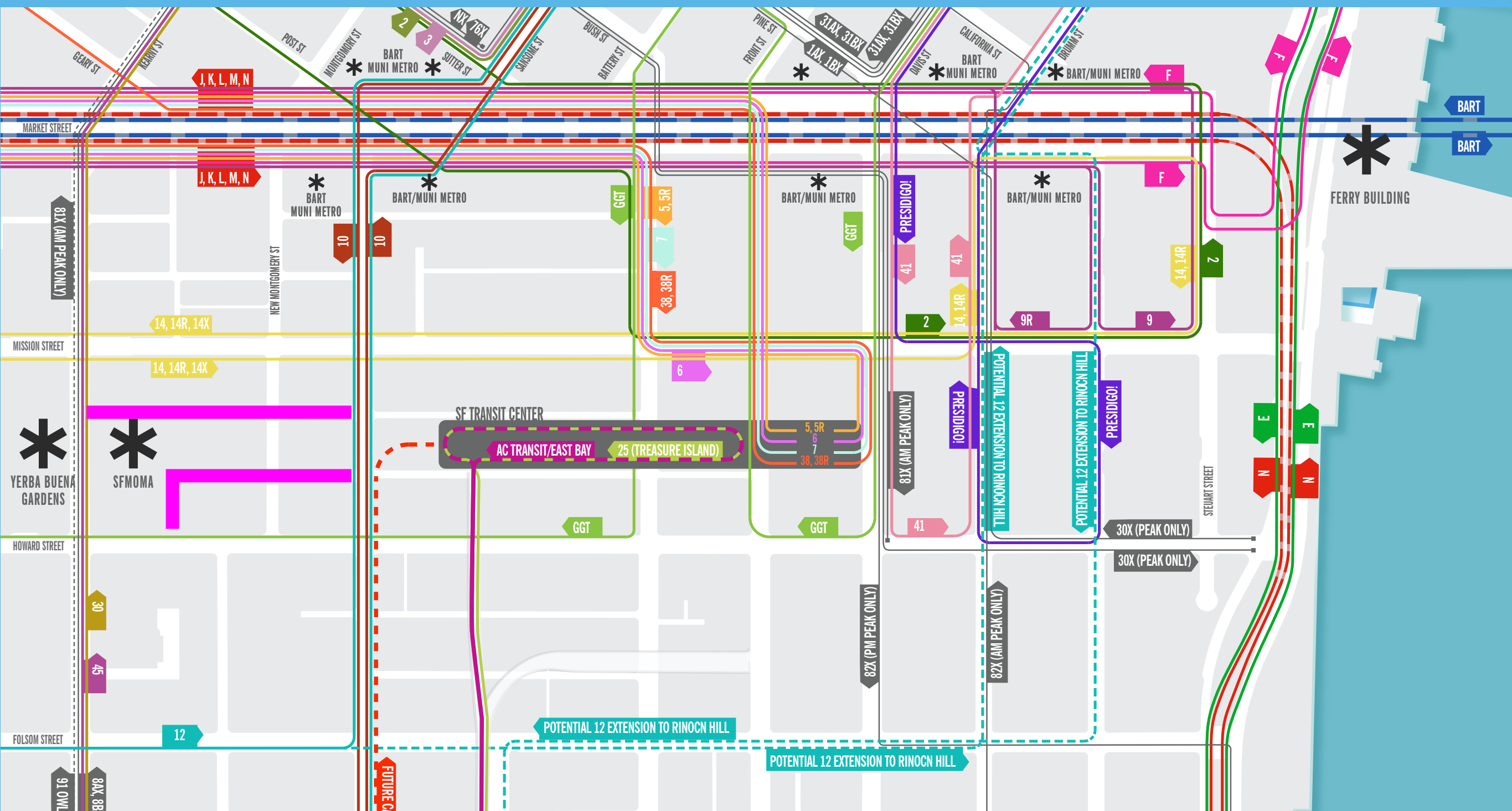
YB CENTER FOR THE ARTS

YERBA BUENA GARDENS

SAN FRANCISCO VISITOR
INFORMATION CENTER

MOSCONE CENTER







TIMELINE

JULY 2019

PROJECT KICK-OFF @ SFMOMA

PAST YEAR

**FINALIZE PARTNERSHIP
PIVOT TO COVID-19
DEVELOP DESIGN CONCEPTS**

TODAY

PRESENT CONCEPT DESIGNS

SUMMER 2020

ONGOING COMMUNITY FEEDBACK

FALL 2020

**SCHEMATIC DESIGN
PUBLIC HEARING @ ARTS COMMISSION**

WINTER 2020

**FINAL DESIGN
MAINTENANCE AGREEMENT**

SUMMER 2021

BID PROJECT

FALL 2021

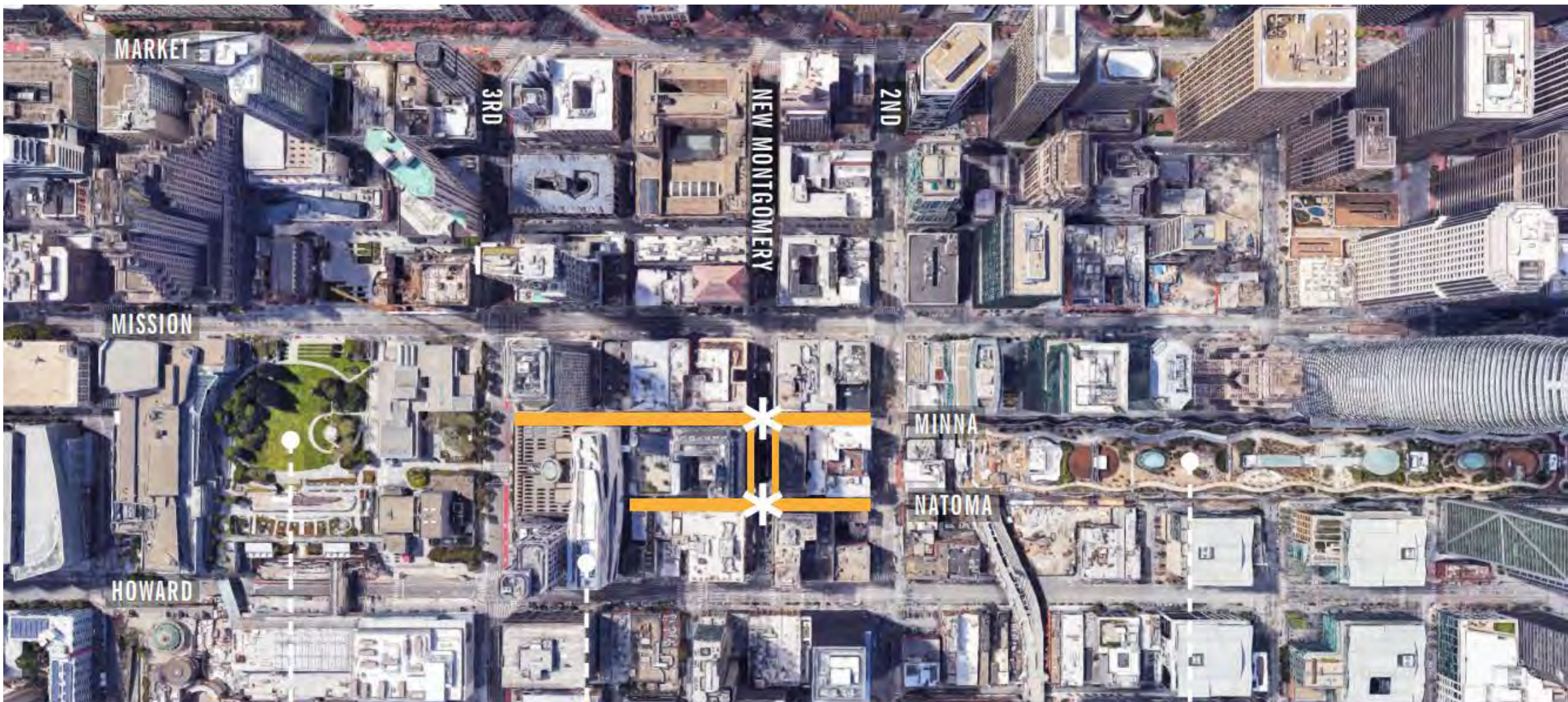
BEGIN CONSTRUCTION

SPRING 2022

CUT THAT RIBBON!

THE ART





MARKET

3RD

NEW MONTGOMERY

2ND

MISSION

MINNA

NATOMA

HOWARD

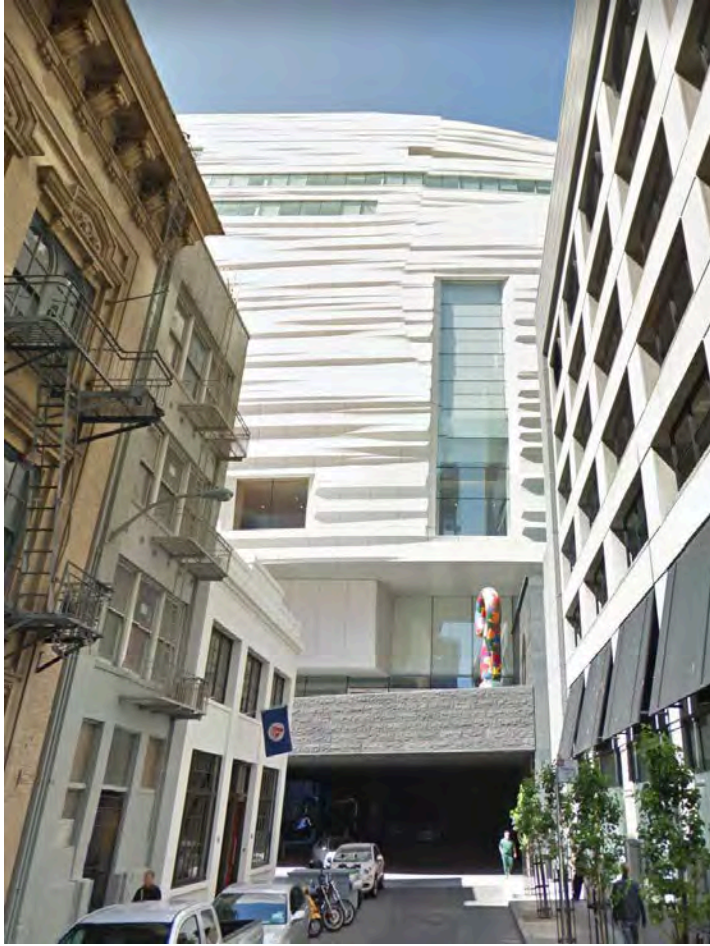
Y.B.G.

SFMOMA

SF TRANSIT CENTER







CURATORIAL GOALS

- **Create a new visual identity** for Natoma and Minna Streets through **artist involvement** in the design of the streetscape, including paving, lighting, landscaping, and wayfinding.
- Make the Minna-Natoma corridor a **“hidden gem” pedestrian destination** that pulls people to and from the Transbay Terminal and Yerba Buena Gardens and SFMOMA, and through the passageway between Howard and Natoma Streets, adjacent to SFMOMA.
- **Prioritize diversity** among artists, elevating typically underrepresented voices in public art projects.
- **Engage artists of local, national, and international renown** to create projects that respond to site-specific needs and opportunities.
- Maintain visual cohesion within the neighborhood with **seamless integration of art into streetscape improvements** and the surrounding context.
- Support the various goals, policies, and implementation strategies articulated in:
 - The South Downtown Design and Activation Plan
 - Transit Center District Plan
 - SFMOMA Expansion Plan
 - YBCBD Street Life Plan

Paving Design Examples



Paving Design Examples



Roberto Burle Marx

Paving Design Examples



Paving Design Examples



Superkilen and BIG

Paving Design Examples

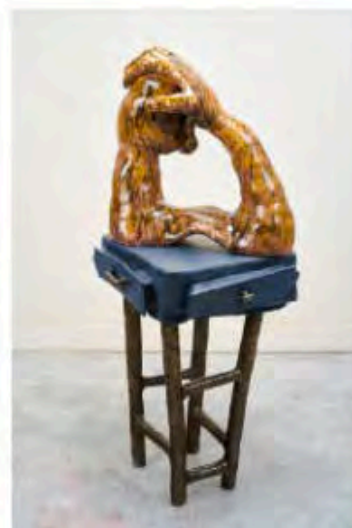
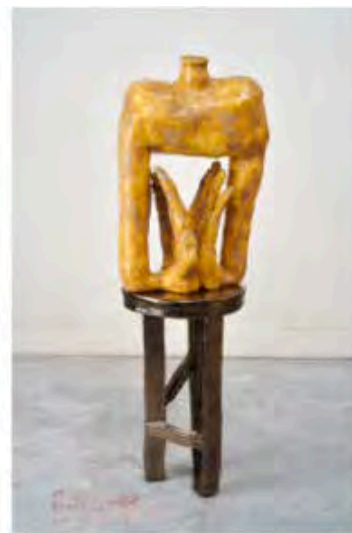


Paving Design Examples



Muzae Sesay

Sculptural Bollard Examples



Woody de Othello

Sculptural Bollard Examples



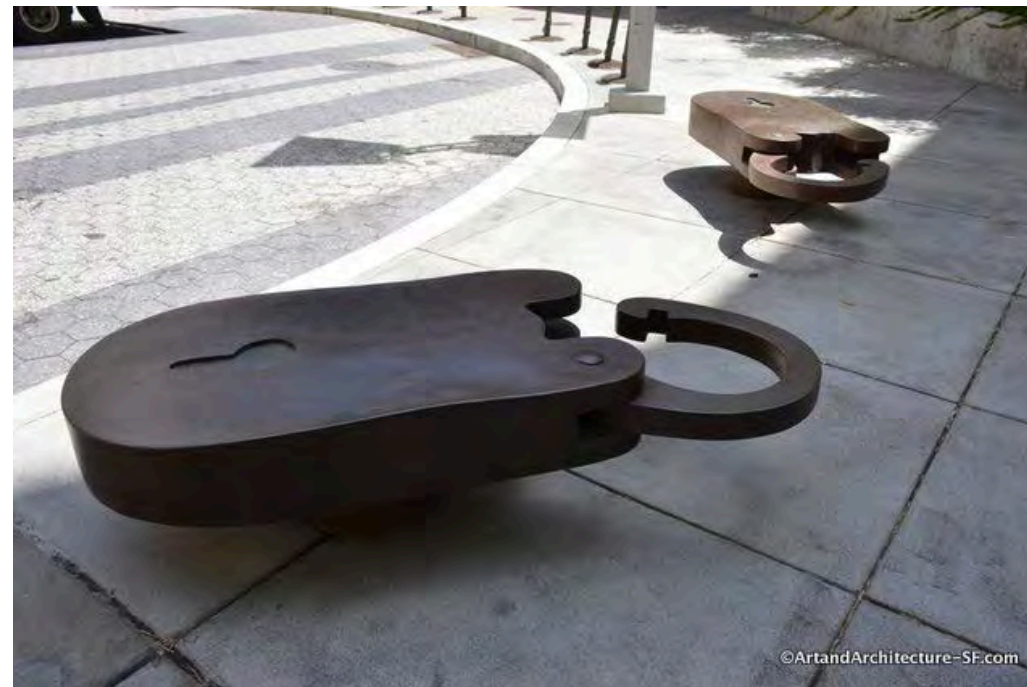
Antony Gormley

Sculptural Bollard Examples



Pedro Reyes

Sculptural Bollard Examples



Mildred Howard

Lighting Design Examples



Joseph Kosuth, Hank Willis Thomas

Gateway Examples



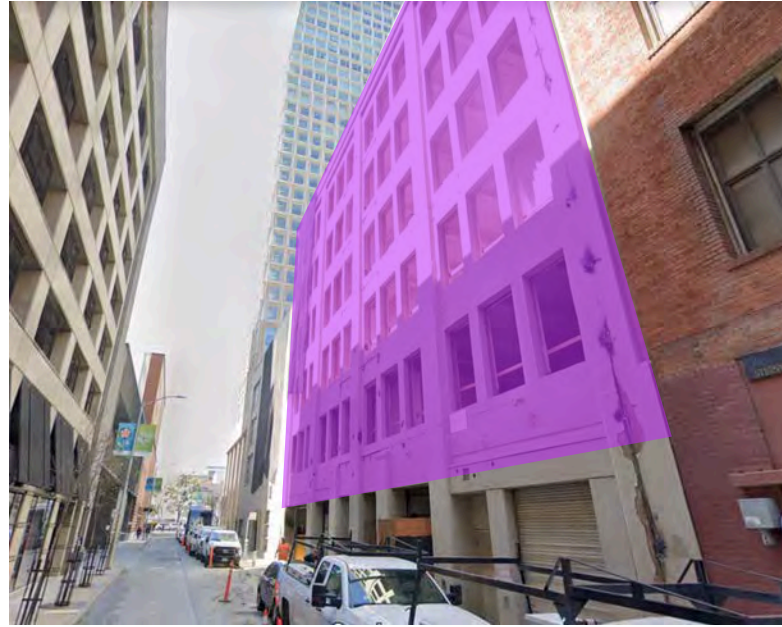
R.M. Fischer, Alicja Kwade

Gateway Examples

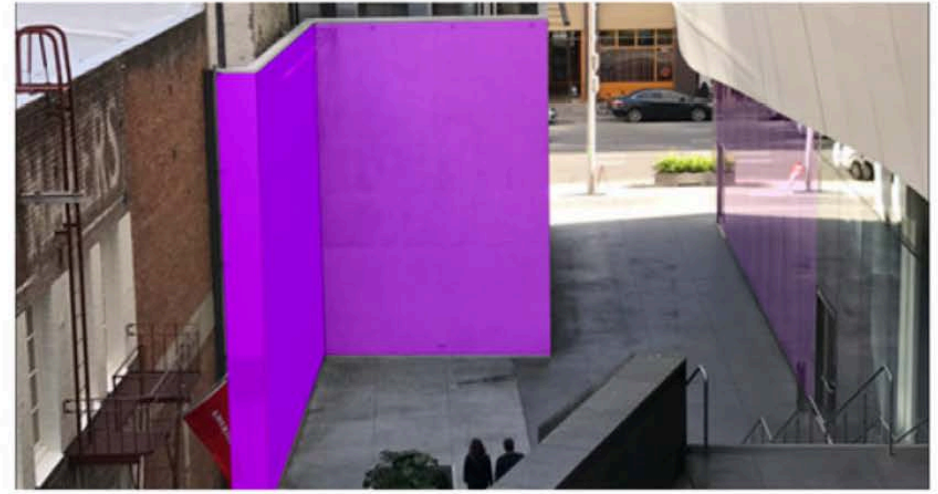


Walter Hood

Secondary Phase Mural Location Examples



Secondary Phase Mural Location Examples (SFMOMA)



Secondary Phase Mural Example



A decorative graphic in the top right corner of the slide. It consists of several overlapping, thick, colored lines that form a series of nested, stepped shapes. The colors are light blue, pink, orange, light green, and lime green. The lines start from the top left and extend towards the bottom right, creating a sense of depth and movement.

PUBLIC REALM DESIGN: Context and Background

Project Context Local

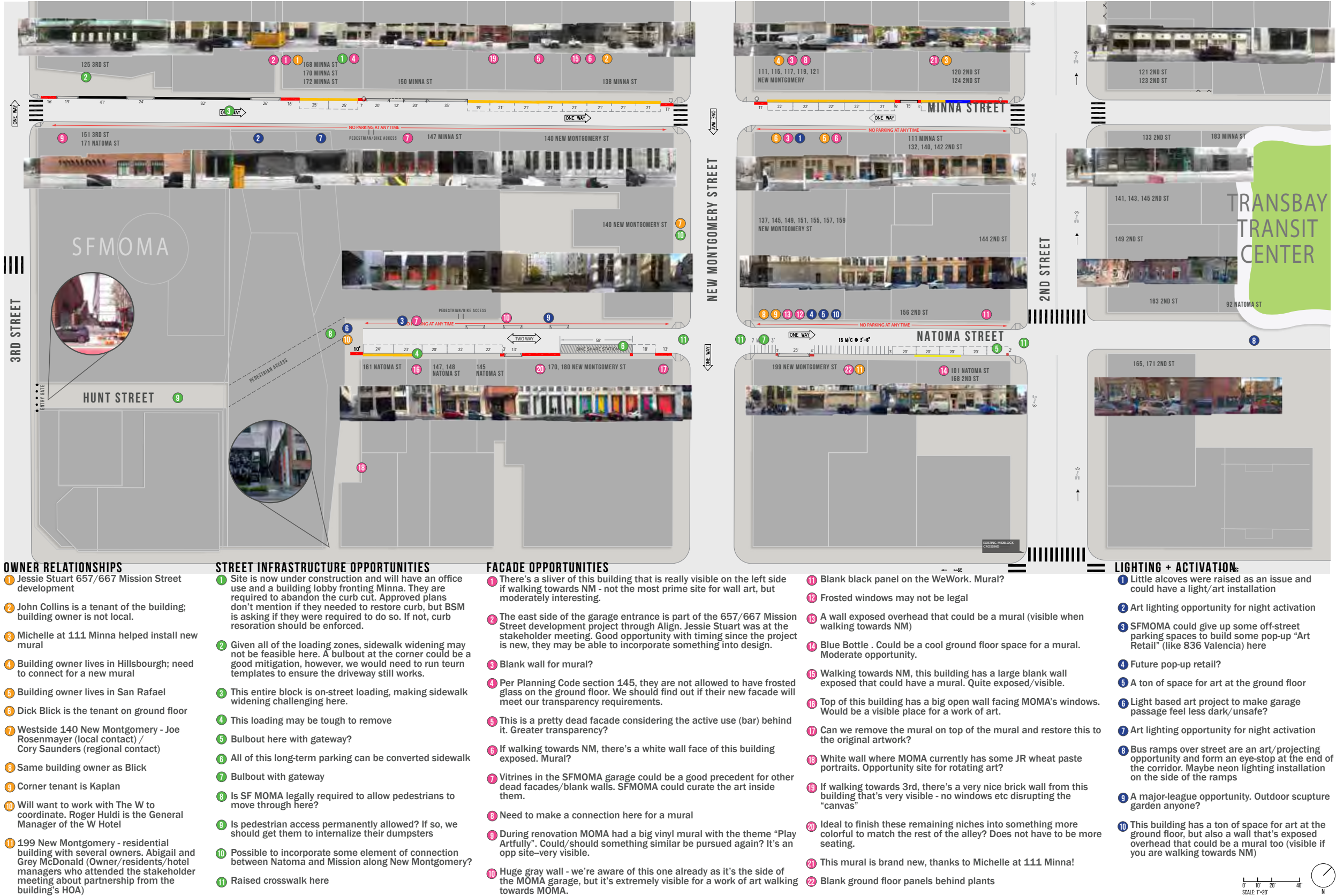


Project Context Photos



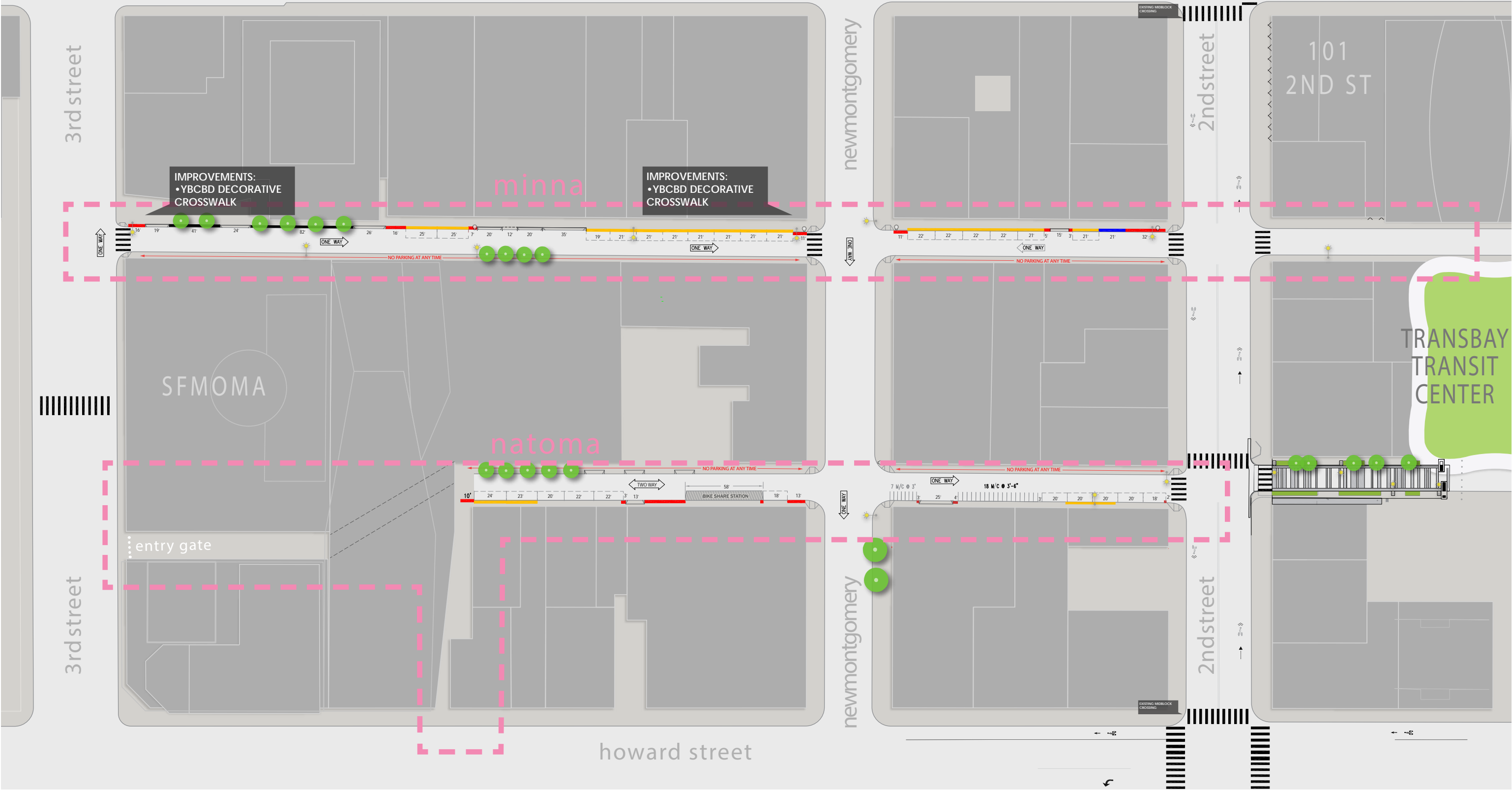
Minna Natoma Art Corridors
June 2020

Community Meeting 1 Recap



Minna Natoma Art Corridors
June 2020

Existing Parking + Loading + Circulation



A decorative graphic in the top right corner of the slide. It consists of several overlapping, thick, colored lines that form a series of nested, stepped shapes. The colors are light blue, pink, orange, light green, and lime green. The lines start from the top left and extend towards the bottom right, creating a sense of depth and movement.

PUBLIC REALM DESIGN: Strategies and Design Elements

Infrastructure Opportunities



Placemaking Opportunities



STREET GREENING



FURNISHINGS



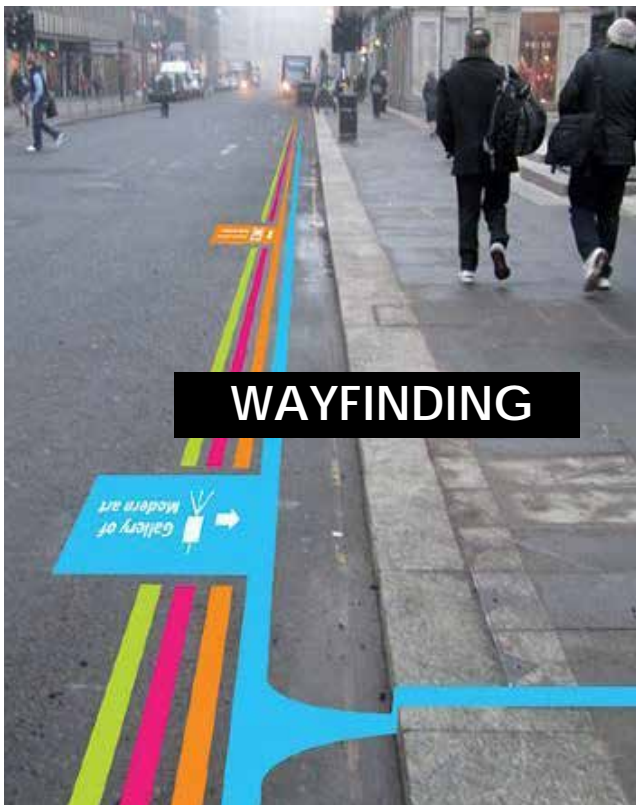
BOLLARDS



INTERPRETIVE SIGNAGE



SCULPTURAL ELEMENTS



WAYFINDING

Paving Opportunities



GRANITE ACCENTS



PAVEMENT PATTERN



PAVEMENT MURAL



DECORATIVE CROSSWALK

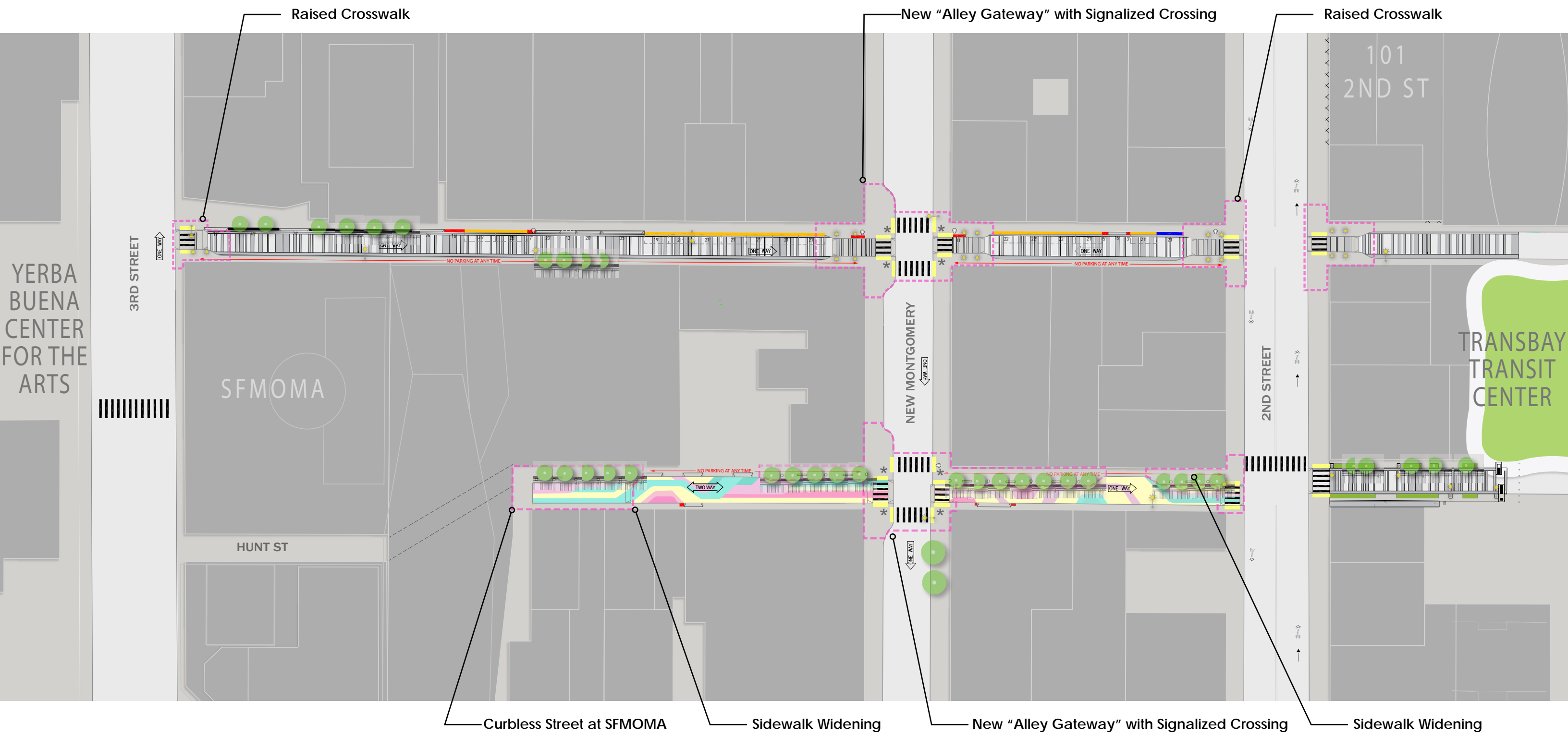
Accent Lighting



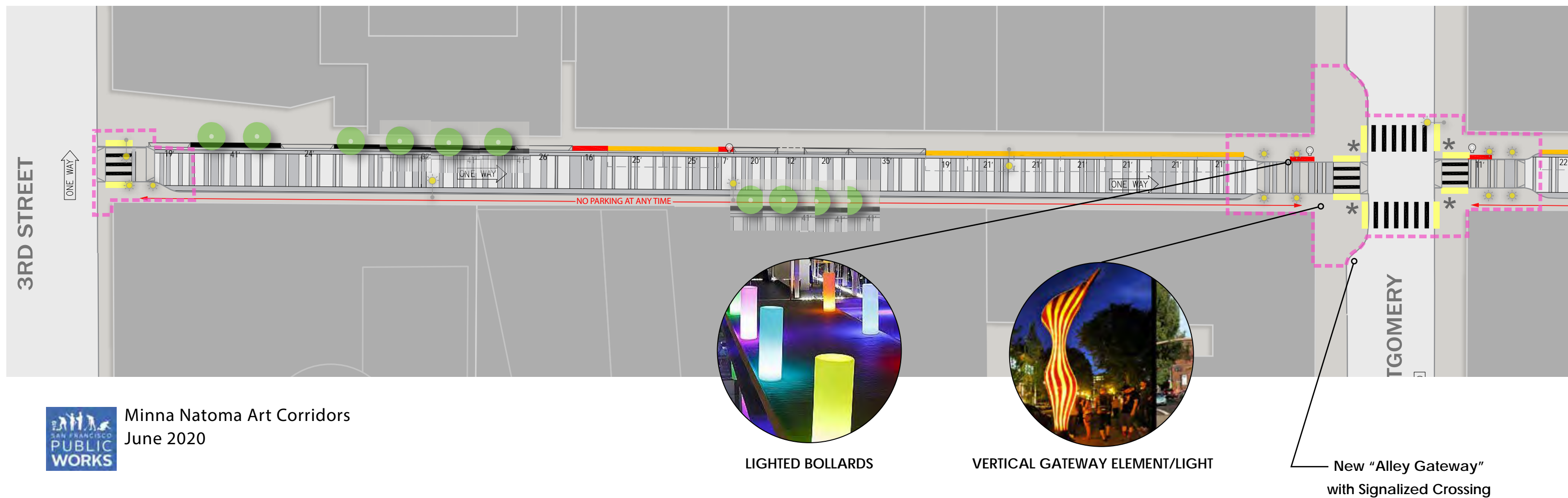
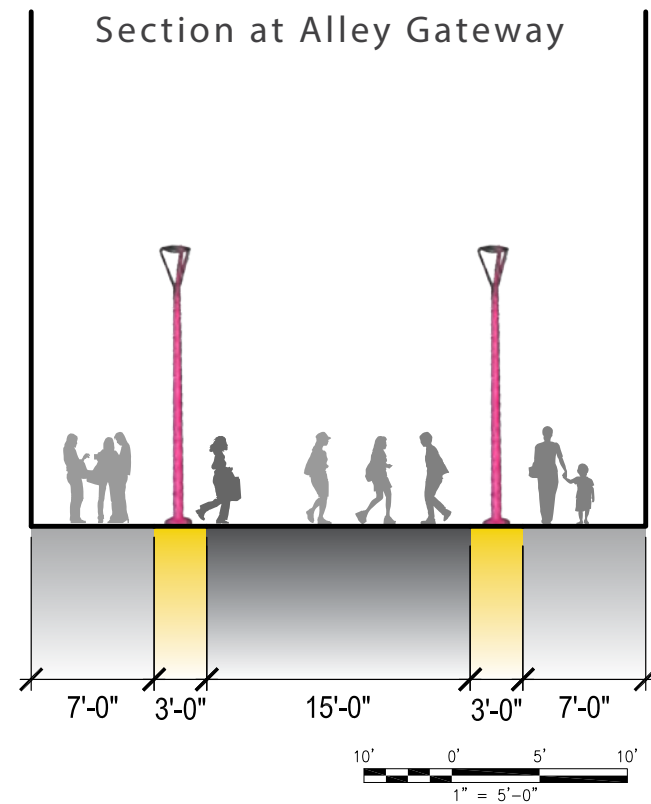
The background is a solid light blue. On the right side, there are several thick, parallel lines in shades of pink, orange, light green, and lime green. These lines start from the top left and bottom left edges and extend towards the right, where they turn 90 degrees downwards, creating a stepped, staircase-like effect. The lines are of varying lengths and are offset from each other, creating a sense of depth and movement.

PUBLIC REALM DESIGN: Concept Design

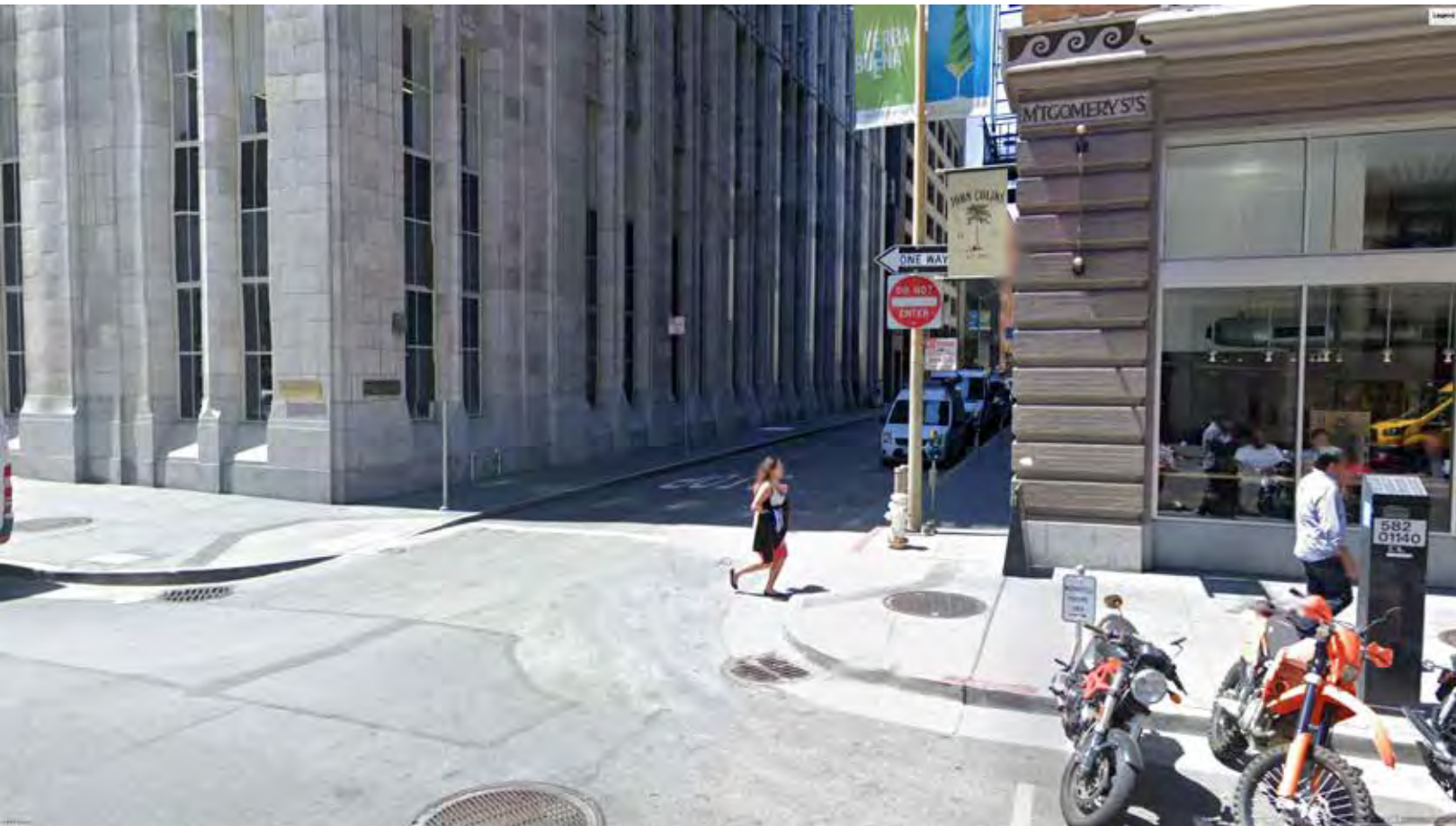
CONCEPT: OVERALL



Concept: Minna Enlargement and Details



Concept: Minna Renderings



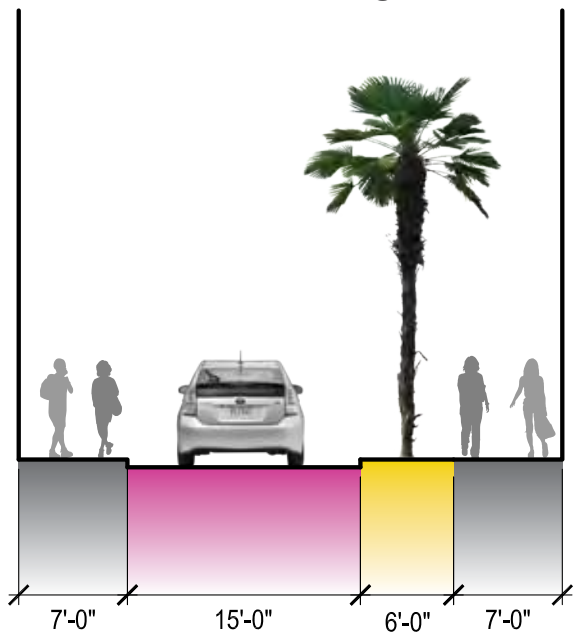
Existing



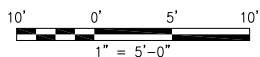
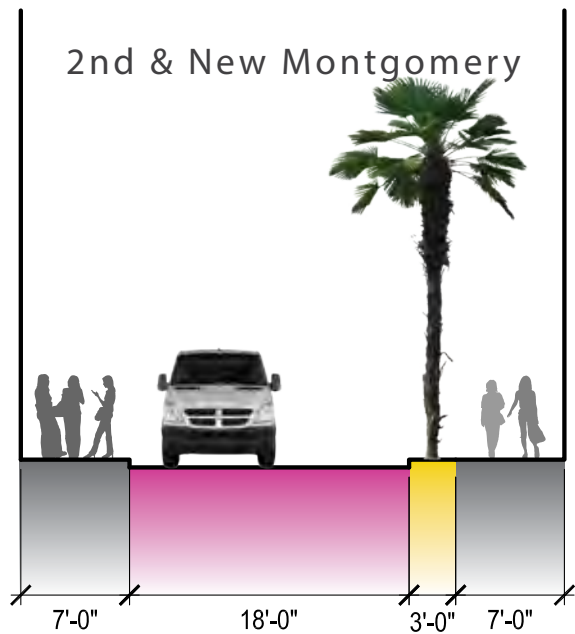
Proposed

CONCEPT: Natoma Enlargement and Details

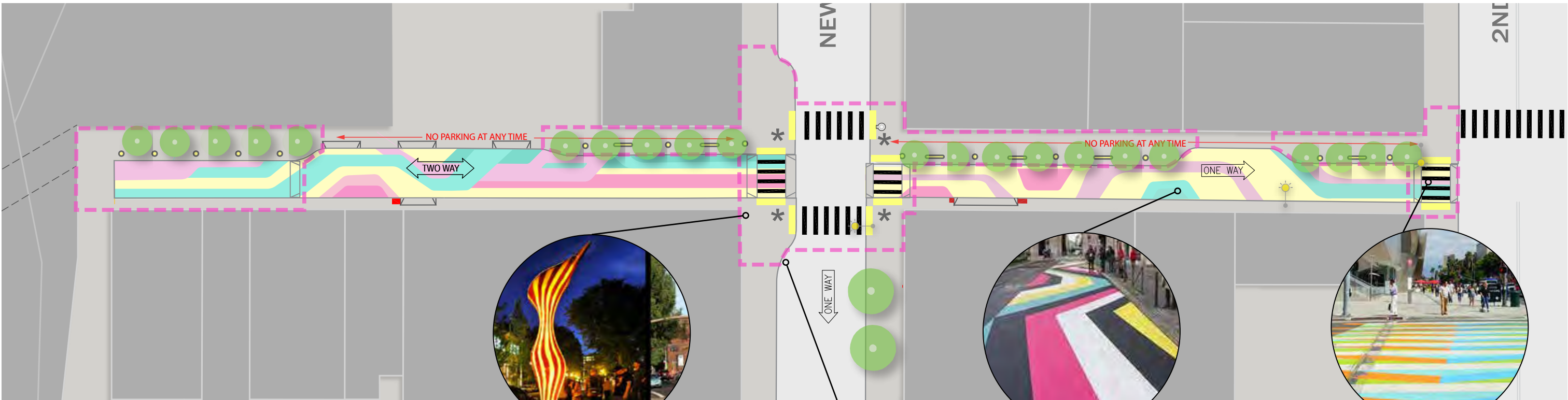
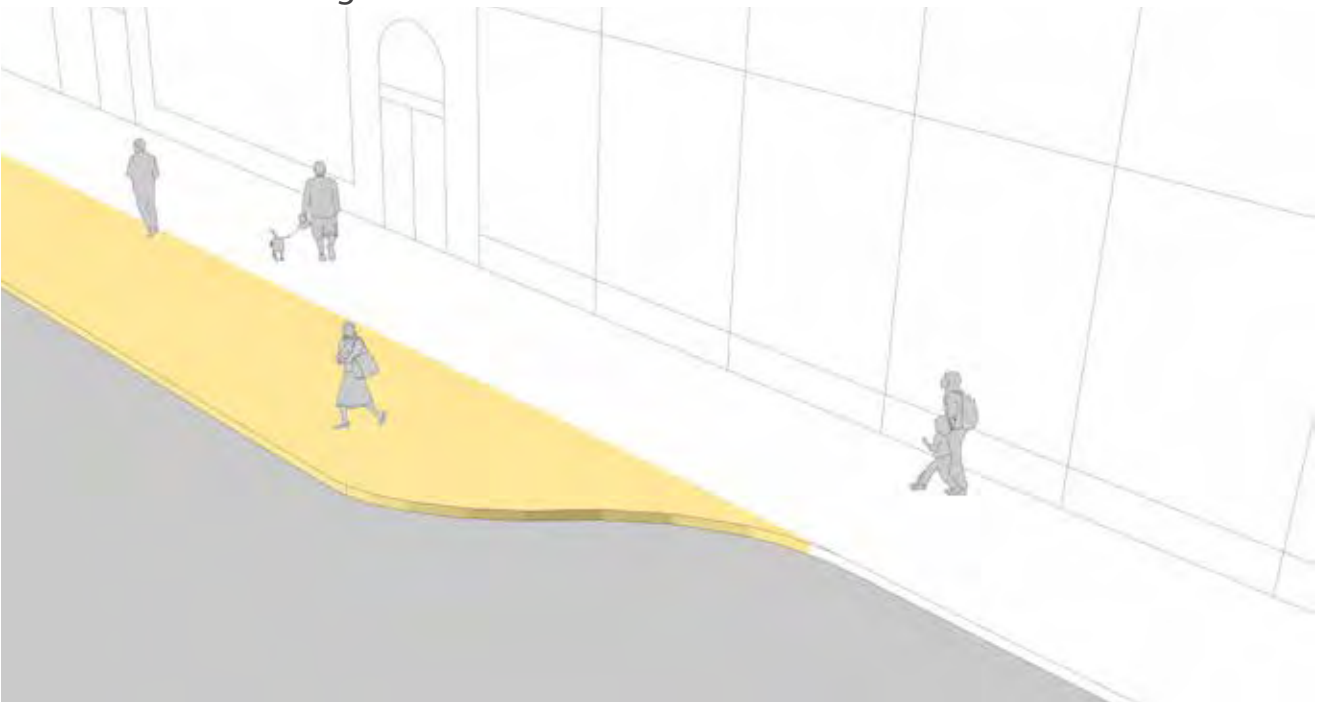
Section at Natoma @ SFMOMA



Section at Natoma between
2nd & New Montgomery



Sidewalk Widening



VERTICAL GATEWAY ELEMENT/LIGHT



PAVING MURAL



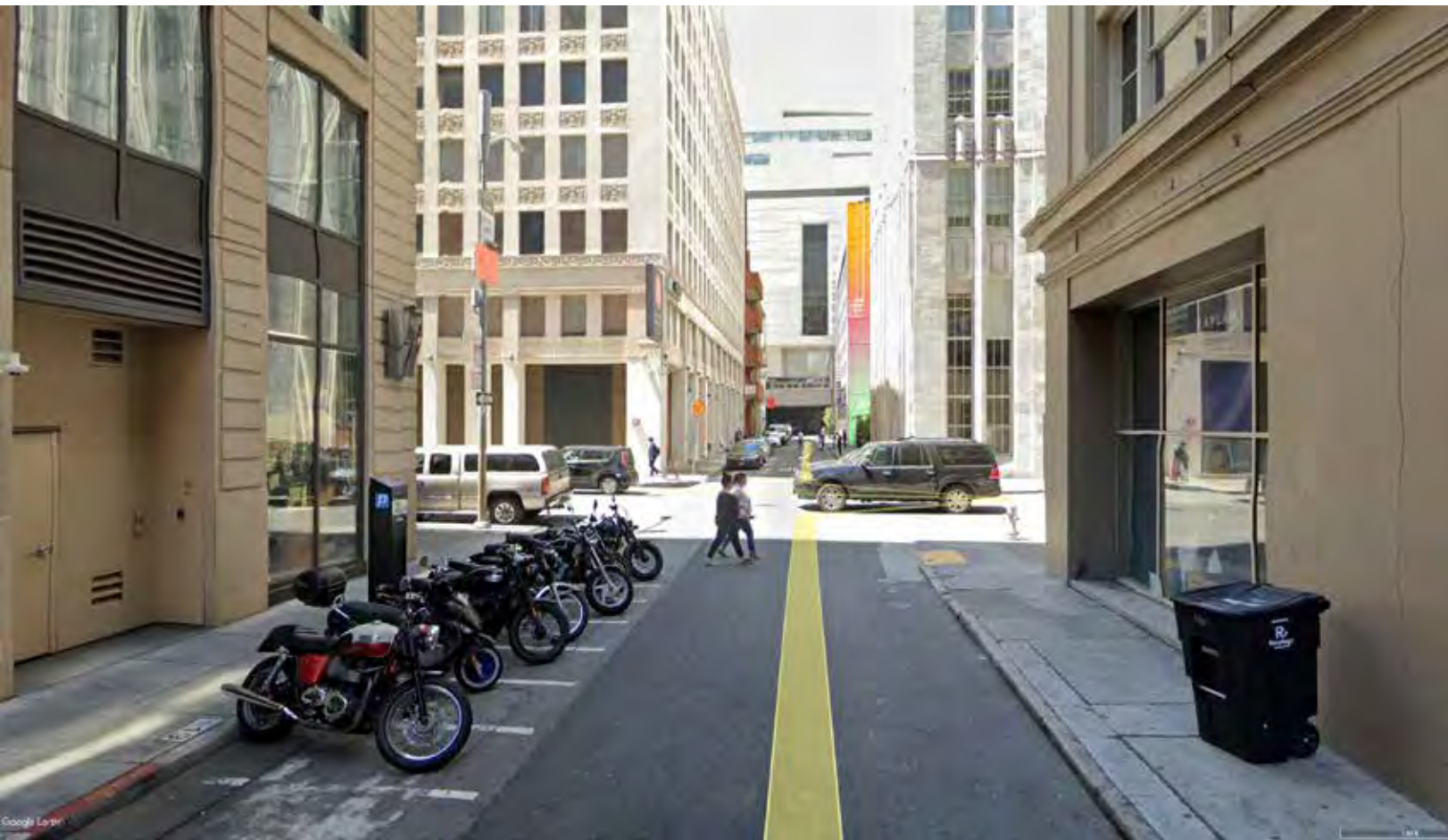
DECORATIVE CROSSWALKS

New "Alley Gateway" with Signalized Crossing



Minna Natoma Art Corridors
June 2020

Concept: Natoma Renderings



Existing



Proposed



Concept: Natoma Renderings



Existing



Proposed Streetscape



Proposed Streetscape
w/ Private Mural



THE TEAM

PLANNING

PAUL CHASAN

JULIE FLYNN

SFMOMA

NOAH BARTLETT

JOSEPH BECKER

RACHEL JANS

SIENNA FREEMAN

PUBLIC WORKS

DANIELLE CHAN

LAWRENCE CUEVAS

JOHN DENNIS

JUNG JOHNSON

DENNY PHAN

SFMTA

CAMERON BECK

SHANNON HAKE

CHRISTOPHER KIDD

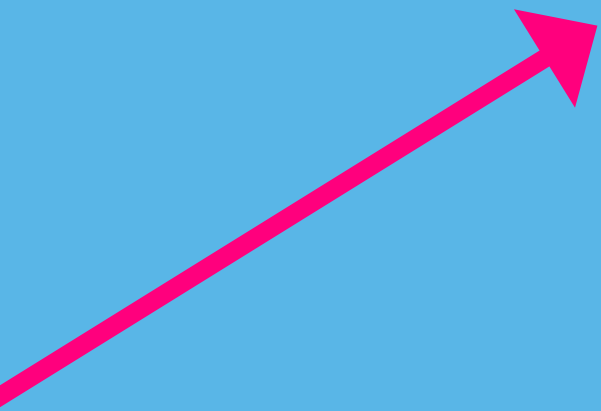
SFAC

JILL MANTON

LUNA IZPISUA

YBCBD

CONSTANCE CAVALLAS



<http://tiny.cc/7r06qz>

THANK YOU!