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
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

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
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
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

Julie Cheng
Paving Design Examples

Roberto Burle Marx
Superkilen and BIG

Paving Design Examples
Paving Design Examples

Barbara Stauffacher Solomon
Paving Design Examples

Muzae Sesay
Sculptural Bollard Examples

Woody de Othello
Sculptural Bollard Examples

Antony Gormley
Sculptural Bollard Examples

Pedro Reyes
Mildred Howard

Sculptural Bollard Examples
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

Susan O’Malley
PUBLIC REALM DESIGN:
Context and Background
Project Context Photos
Community Meeting 1 Recap

Minna Natoma Art Corridors
June 2020

Background:
- John Collins is a tenant of the building; building owner is not local.
- Michelle at 111 Minna helped install new mural.
- Building owner lives in Hillsbourgh; need to connect for a new mural.
- Grey McDonald (Owner/residents/hotel building with several owners. Abigail and Cory Saunders (regional contact)
- Dick Blick is the tenant on ground floor to connect for a new mural
- John Collins is a tenant of the building; building owner lives in Hillsbourgh; need to connect for a new mural.
- Michelle at 111 Minna helped install new mural.
- Michelle at 111 Minna helped install new mural.
- This loading may be tough to remove.
- This entire block is on-street loading, making sidewalk widening challenging here.
- Dick Blick is the tenant on ground floor to connect for a new mural.
- Bulbout with gateway?
- Raised crosswalk here
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PUBLIC REALM DESIGN:
Strategies and
Design Elements
Infrastructure Opportunities

- Raised Crosswalk
- Signalized Crossings
- Sidewalk Widening
- Pedestrian Lighting
- Street Lighting
- Preserve Loading

Minna Natoma Art Corridors
June 2020
Placemaking Opportunities

- STREET GREENING
- FURNISHINGS
- BOLLARDS
- INTERPRETIVE SIGNAGE
- SCULPTURAL ELEMENTS
- WAYFINDING
Paving Opportunities

- **GRANITE ACCENTS**
- **PAVEMENT PATTERN**
- **PAVEMENT MURAL**
- **DECORATIVE CROSSWALK**
Accent Lighting

- Overhead Lights
- Lighted Bollards
- Accent Lighting
- Facade Lighting
- Projection Lighting
- Tree Lighting
PUBLIC REALM DESIGN: Concept Design
Concept: Minna Enlargement and Details

Minna Natoma Art Corridors
June 2020
Concept: Minna Renderings

Existing

Proposed

Minna Natoma Art Corridors
June 2020
CONCEPT: Natoma Enlargement and Details

Section at Natoma @ SFMOMA

Section at Natoma between 2nd & New Montgomery

Sidewalk Widening

EXISTING MIDBLOCK CROSSING

25' 16' 26' 82' 24' 41'

TWO WAY NO PARKING AT ANY TIME

VERTICAL GATEWAY ELEMENT/LIGHT

NEW MONTGOMERY

3RD STREET

HUNT ST

TRANSBAY TRANSIT CENTER

YERBA BUENA CENTER FOR THE ARTS

MOSCONE CENTER

SFMOMA

101 2ND ST

25' 16' 26' 82' 24' 41'

TWO WAY NO PARKING AT ANY TIME

NEW "Alley Gateway" with Signalized Crossing

PAVING MURAL

DECORATIVE CROSSWALKS

Minna Natoma Art Corridors
June 2020
Concept: Natoma Renderings

Existing

Proposed
Concept: Natoma Renderings

Existing

Proposed Streetscape

Proposed Streetscape w/ Private Mural
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<tr>
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<th>Name</th>
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<tr>
<td>Planning</td>
<td>Paul Chasan</td>
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<td>Noah Bartlett</td>
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<td></td>
<td>Julie Flynn</td>
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<td>Joseph Becker</td>
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<td>Public Works</td>
<td>Danielle Chan</td>
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THANK YOU!

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