



Minna/Natoma Art Corridor Project

Virtual Workshop Summary

Meeting Time and Location

Tuesday, June 23rd | 12:00 - 1:00 pm | Virtual Workshop hosted via YBCBD Zoom

Attendees

SFMOMA	Business/Community Stakeholders
SF Planning	Area residents
SF Public Works	111 Minna
	140 New Montgomery
	Academy of Art University
SFMTA	Jensen Architects/YBCBD Streets
	Committee Patelco
SFAC	St. Regis Hotel
	SPUR/YBCBD Streets Committee
YBCBD	The W Hotel
	Yerba Buena Center for the Arts
	Yerba Buena Gardens

Note: The workshop was also attended by several members of the Yerba Buena Community Benefit District (YBCBD) Streets and Public Space Committee

Background

The City is partnering with community organizations, cultural institutions, and local stakeholders on a streetscape project along Natoma and Minna. The goal of the streetscape project is to transform these streets - which connect the Transit Center to the Yerba Buena Gardens - into safe and attractive pedestrian corridors that reflect the identity of the neighborhood as an arts and culture destination.

Purpose of Meeting

The purpose of this meeting was to provide stakeholders along these corridors with a project update, share information about how art will be integrated into the project, and gather input on draft streetscape designs.

Presentation

The meeting opened with a detailed presentation including:

- Introduction and background (presented by Paul Chasan of SF Planning)
- Details on how art will be incorporated into streetscape design (presented by Joseph Becker of SFMOMA and Jill Manton of SFAC)
- Draft Streetscape Designs (presented by Lawrence Cuevas of SF Public Works)

Feedback and Questions from Attendees

Attendees were asked to use the chat feature on the virtual meeting platform to ask questions, share feedback, or raise concerns. Given the limits of a virtual meeting, the project team also provided a feedback form for attendees to provide more detailed comments or to request a follow-up meeting or call where needed. The summary below reflects the primary items discussed during the meeting.

General Questions/Considerations for Both Minna & Natoma Corridors

- Maintenance/stewardship is a major concern - how will the unique items proposed in this streetscape design be cared for?
 - The City and partners will develop a detailed maintenance plan before any projects are installed, and the maintenance plan will be tailored to meet the needs of the final project, which is still conceptual at this point. The project team anticipates the maintenance plan will involve shared responsibilities between multiple City agencies and community partners like YCBCD, where appropriate.
 - The maintenance plan would address upkeep of any decorative paving elements and would take into account operational uses of the alley (ex: track pick-up, etc.).
- How will the project be funded?
 - It is helpful to think about the funding in two tiers:
 - The city has \$6 million to fund the streetscape project, which includes streets, sidewalks, mid-block crossings, and other infrastructure elements. This funding was generated through impact-free revenues from development around the transit center, and the city is legally required to spend the funds on streetscape projects in the neighborhood.
 - Additionally, private property owners may choose to independently fund art on their properties to connect to the overall project vision.
 - The project can be pursued in phases - the streetscape project could start first and be augmented by investments on private property where interest and resources exist.
- Please provide more information about the artist selection process.
 - The selection process is broadly outlined in a joint Curatorial Vision Statement created by SFMOMA and SFAC. The document outlines goals and basic parameters. However, details of process and selection will be impacted by how much funding is available for

art elements of the project and which streetscape items are most important for artist involvement.

- As budget is further defined, SFAC and SFMOMA plan to create an artist short list and invite a selection of artists to provide detailed proposals for consideration. These proposals would be supported by an honorarium for artists.
- Final artist selection will be determined by SFAC and SFMOMA, but community feedback and collaboration with City partners will be an integral part of determining what art elements are included. For example, SFAC/SFMOMA intend to create a public opportunity to review proposals submitted.
- Please consider not just diverse and inclusive artists but also diverse and inclusive art. For example, it seems that too often public art is soft and non-controversial, and thus doesn't have a strong message or impact. Is there an opportunity for art in this project to challenge the viewer and/or communicate an important message?
 - SFMOMA and SFAC are taking this consideration very seriously and do not intend to prioritize "soft" or "non-controversial" art.
- SFMTA shared that in parallel to this effort, the City will very soon be rolling out a Street Art program where community artists and/or organizations can obtain permits to implement on-street murals on low-volume streets across the City. This program may also be of interest and could complement this project on Minna and Natoma Streets.
- Hunt Lane is a small segment in the project map - is Hunt Lane included in the project?
 - The project team would like to include Hunt Lane, because of the important linkage it provides for pedestrians. However, Hunt Lane is private property, so any design proposals will need to be approved by the property owner and will likely proceed on a different track than designs for city streets.
- Would it be possible to include a living wall in the project? Or otherwise include robust greening in the project?
 - Living walls bring strong value but are incredibly intensive in terms of maintenance needs. Thus, this specific idea may be difficult to achieve unless a private property owner is interested in investing in and caring for the project independently.
 - However, opportunities do exist to integrate greening into the streetscape, and don't necessarily require private property owner investment.
- Will materials be distributed to stakeholders to make it clear how they can support and become more involved with this project (for example, how might students from the Academy of Art get involved)?
 - The next step will be for the City to post reference materials about the project online and to continue to refine the details of how art will be integrated into the project.
 - As details about art elements become clearer, more information will be available to share how specific stakeholders or groups can be involved. Stakeholders with specific ideas for collaboration at this stage were encouraged to indicate this on the feedback form provided.
 - Additionally, property owners should consider commissioning art for their own building facade to complement artistic streetscape elements that will be funded by the city. The

aim is to create a long-standing project that property owners can plug into and add to via their own buildings. Investments on private property can have a significant impact.

Considerations for Minna Corridor Specifically

- Water that does not drain out of Minna Street well and creates a dirty/unpleasant condition for pedestrians.
 - Public Works confirmed that the agency will ensure that roadway drainage improvements are included as part of our streetscape project.
- How much sidewalk widening is possible on Minna?
 - Public Works clarified that on Minna St, there are many loading spaces that need to be preserved so it is difficult to widen the sidewalks significantly beyond current widths.
- The traffic backup on Minna from the MOMA Garage to New Montgomery gets extremely bad during peak times and vehicles can only turn right onto New Montgomery. One stakeholder suggested the project team consider a crosswalk on only the north part of the Minna/New Montgomery intersection, similar to what is proposed for Natoma at 2nd Street.
 - Public Works noted this comment and stated that more evaluation is underway. In draft designs, SFMTA has proposed to make these intersections into a full pedestrian scramble, which means pedestrians will have a dedicated signal and will be allowed to cross diagonally through the intersection. The scramble signal will be followed by a dedicated signal for vehicles to help clear traffic from the alley. This approach will help reduce pedestrian / vehicle conflicts. SFMTA is still evaluating the scramble proposal and traffic challenges at this intersection, and this feedback is helpful.
- Have past concerns from SFMTA about mid-block crossings on New Montgomery been resolved?
 - Public Works stated that MTA is advancing evaluation of mid-block crossings, looking to place a signalized midblock crossing at New Montgomery and Minna Streets, and evaluating if a signal is needed at New Montgomery and Natoma.
 - Vehicle movements out of alleys onto New Montgomery - would see flashing red light vs a green signal, since high pedestrian traffic is anticipated.
- Is signalization being considered at New Montgomery and Jessie Street?
 - Public Works stated that the signal at Jessie is currently in the overall neighborhood plan and will be further evaluated in a separate project.