

# SAN FRANCISCO PLAZA PROGRAM OVERVIEW





Through an initiative called the San Francisco Plaza Program, the city aims to create an environment where residents and visitors can engage in and implement uses of the public realm for community supported activities such as art and music events, farmers' markets, movie nights, local food and retail opportunities, and much more.

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San Francisco's plazas are vital to the livability of the City because they create a sense of place and community for residents and visitors to enjoy the local neighborhoods. As the City's population continues to grow, the transformation of underutilized public plazas will be instrumental in providing social, economic, and ecological benefits in neighborhoods citywide.

Through an initiative called the San Francisco Plaza Program, the City aims to create an environment where residents and visitors can use public spaces for relaxation and for community supported activities such as art and music events, farmers' markets, movie nights, local food and retail opportunities, and much more. The initiative aims to address the desire for pedestrian plazas in the midst of busy San Francisco neighborhoods for people to sit, relax, and enjoy the surrounding area. The SF Plaza Program is a new collaborative public realm program designed to leverage various City, private, nonprofit and stakeholder group efforts to provide long-term activation, management, and/or maintenance for designated City Plazas.

The SF Plaza Program is a joint effort of the Office of Economic and Workforce Development (OEWD) is partnering with the Real Estate Division (RED) and the Department of Public Works (DPW).

This new initiative is designed to activate the public realm while empowering interested and City-identified stakeholder groups to steward the long term care, maintenance and/or activation of plazas adopted into the Plaza Program. The program will leverage benefits for the public realm by supporting community-based groups in becoming stewards of their neighborhood open space.

The SF Plaza Program intends to provide a long-term "home" for existing plaza projects created through various City programs, including but not limited to: Pavement to Parks, Invest in Neighborhoods, the Planning Department process for new residential and/or commercial developments and other City initiatives. Plazas that fit criteria to be adopted in this program would be located on City-owned property in active areas of San Francisco, like commercial corridors, transit or bicycle hubs or other naturally active areas. Only City property generally over 2,000 square feet and outside of the Recreation and Parks Department (RPD) jurisdiction would be eligible. Each proposed plaza would have a demonstrable need for a long-term activation and/or maintenance solution. Plazas would need to be adopted by the Board of Supervisors on a plaza-by-plaza basis as part of the Plaza Program.

The SF Plaza Program is an exciting new step in building on local efforts to implement more innovative, sustainable and livable solutions that engage and support San Francisco's many vibrant communities.

## PLAZA PROGRAM GOALS

1. Continue to strengthen San Francisco's vibrant communities by lowering City barriers to community and economic development-enhancing partnerships for City-owned open space. New standardized agreement forms, systemic processes and customized event permitting tools could make it easier for communities to activate their local plazas and craft long-term sustainable management plans.
2. Improve the City's ability to provide more safe, clean and active City-owned open spaces than currently possible with existing City resources.
3. Adopt innovative approaches to activate and manage Plazas that have been adopted by the Board of Supervisors into the program ("Plazas") in the urban public realm and share these approaches nationally.
4. Work towards operational and fiscal sustainability of the Plazas; revenues generated in a Plaza could support plaza activation, maintenance and operations costs and, sometimes in the case of an excess, cross-fund other Plazas.
5. Dedicate a staff person assigned to coordinating the City-wide, cross-departmental efforts to maintain and/or activate these spaces.
6. Establish an Interagency Plaza Program Working Group to advise the Plaza Program Coordinator, the Directors of Directors of Department of Public Works ("DPW") and Real Estate Division ("RED"), as well as the Board of Supervisors, on Plaza Program actions and Steward identification criteria, evaluation and processes.
7. Develop standardized agreements and administrative processes that describe and manage Steward obligations, liabilities, and requirements.
8. Submit proposals for at least three recommended Plaza Program Plazas for consideration by the Board of Supervisors by the end of fiscal year 2014-2015.

## PLAZA TYPES

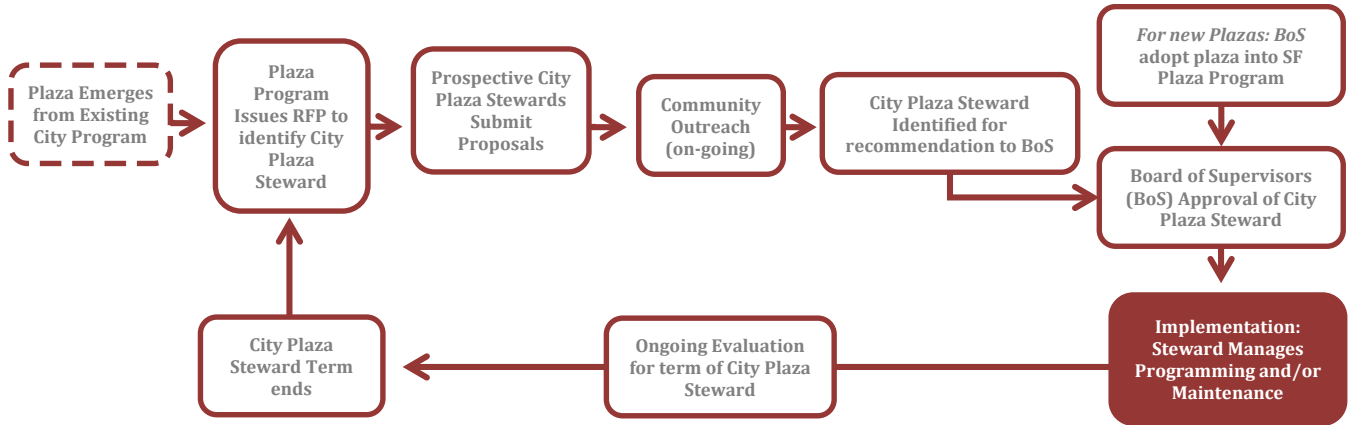
The Plaza Program will include two types of plazas:

- "City Plazas" are Plazas that are not in the City right-of-way and under the jurisdiction of City's Real Estate Division ("RED").
- "Street Plazas" are Plazas in the City right-of-way and under the jurisdiction of City's Department of Public Works ("DPW").

While both types of Plazas will be included in the Plaza Program and share the program goals, they each have slightly different processes and requirements.

## EXAMPLES OF ACTIVATION

ACTIVITY	EXAMPLES	EXAMPLE LOCATIONS
Farmer's markets	Bayview Hunters Point Farmers' Market, Castro Farmers' Market, Divisadero Farmers' Market, Mint Plaza Farmers' Market	Bayview Opera House, Noe Street in the Castro, NoPa, Mint Plaza
Music/Dance	Lindy in the Park, People in the Plazas events, jazz events, DJs, Benefit for Typhoon Yolanda	Golden Gate Park, Activate McCoppin, Jane Warner Plaza, Hallidie Plaza, Mint Plaza
Arts/Technology events	Photo class, craft making events, painting events, drawing classes, Crochet-Jam, chalk party, screen printing class, Build an Inflatable Workspace (Headland Center for the Arts artists-in-residence), Red Umbrella Open Air Art Exhibition, Living Innovation Zones,	McCoppin Hub, Union Square, Market Street
Community events	Valencia McCoppin Neighborhood Watch meeting	McCoppin Hub
Public talks and lectures	SF Beautiful brown-bag talks	McCoppin Hub
Exercise classes	Yoga classes, exercise boot camps	Proxy, McCoppin Hub
Movie nights	Kids movies, local-made movies and documentaries	McCoppin Hub, McCoppin Park
Non-profit events	Rocket Dog Rescue pet event	McCoppin Hub
Retail events/vendors	Holiday Maker Mart, Flea Market, Urban Air Market, mobile vending carts	McCoppin Hub, Old Mint, Alemany Flea Market, Patricia's Green/Hayes Valley, various RPD locations
Game events/recreation	Ping-Pong, Scrabble-a-Thon, RPD Mobile Recreation Program	Sunday Streets, McCoppin Hub, various RPD locations
Food	McCoppin Hub and Fort Mason Off the Grid food truck markets	McCoppin Hub, Fort Mason

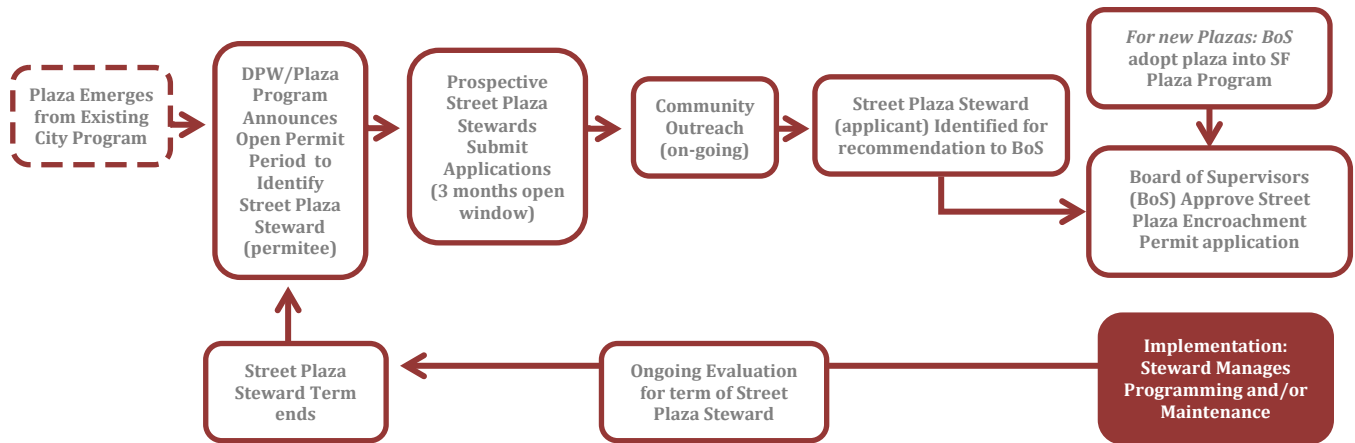


1. A Plaza emerges from an existing City program that meets criteria.
2. Plaza Program releases a Request for Proposals (RFP) to identify a City Plaza steward ("City Plaza Steward"). The RFP will be posted at the plaza site, notice mailed to property owners and tenants in a 300 ft. radius, notice mailed to any neighborhood organizations requesting such notice, and posted on City websites. Eligibility criteria, proposal requirements and operations obligations would be further detailed in each individual City Plaza RFP, but would broadly include the following:
  - a. Eligibility criteria:
    - Be a registered non-profit corporation with programs based in San Francisco.
    - Be able to demonstrate a strong connection to the neighborhood in which the Plaza is located.
    - Be able to demonstrate capacity for long-term management of the Plaza.
  - b. Proposal requirements: Plaza Plan describing vision and strategy for the subject Plaza:
 

<ul style="list-style-type: none"> <li>• Organization Background Contact Information</li> <li>• Organization Qualifications</li> <li>• Staff Qualification</li> <li>• Community Initiative</li> </ul>	<ul style="list-style-type: none"> <li>• Program Design, Site and Feasibility</li> <li>• Evaluation/Communications</li> <li>• Signage Plan</li> <li>• Program and Respondent Budget</li> </ul>
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  - c. Operations obligations - submit as a Plaza Plan:
    - Commit to enter into a license agreement with the City for stewardship of the Plaza, if approved by the Board of Supervisors.
    - If approved, maintain clear, on-going lines of communication with community stakeholders, as detailed in the approved license agreement.
    - If approved, agree to activate and/or maintain the Plaza through programming, marketing, management and event management, as described in the approved license agreement.
    - Maximize events that are free to the public.
    - Maintain insurance, as necessary.
    - Participate in periodic Plaza Program Steward meetings and workshops.
    - Plan for partnering with existing City programs that activate City property through public-private efforts.
3. Prospective City Plaza Stewards submit proposals.
4. On-going outreach: Proposer garners community support and Plaza Program raises local awareness of stewardship and program process.
5. Proposals reviewed by Plaza Program Review Committee and City Plaza Steward identified for recommendation to Director of RED, who would then recommend the proposer for approval as City Plaza Steward by Board of Supervisors. Apparent City Plaza Steward and RED negotiate terms and prepare draft license agreement. The Plaza Program will only recommend one City Plaza Steward per Plaza.
6. If the plaza has not yet been adopted into the program, submit to Board of Supervisors for adoption as a Plaza Program City Plaza in Chapter 94 of Administrative Code
7. Board of Supervisors approval of recommended City Plaza Steward.
8. Implementation: City Plaza Steward begins stewardship of Plaza (programming and/or maintenance).
9. Ongoing Evaluation for term of City Plaza Steward.
10. At end of term, begin process again with a City Plaza Steward identification RFP.

Notes:

- City Plaza RFPs may occasionally offer associated grant opportunities that would be contingent on final approval of the respondent as that City Plaza's Steward.
- RFP Review Committee Evaluation Criteria, based on a 100-point scale:
  - o Community Initiative- (25 points)
  - o Proposal Design, Implementation Approach and Site Context (25 points)
  - o Proposer Qualifications, Capacity and Staff Assignments (25 points)
  - o Project Feasibility, Evaluation Methods and Sustainability (25 points)



1. A Plaza emerges from an existing City program that meets criteria.
2. DPW/Plaza Program announces open permit period to identify Street Plaza Steward (the permittee for a Plaza Encroachment Permit). The announcement will be posted at the Plaza site, notice mailed to property owners and tenants in a 300 ft. radius, notice mailed to any neighborhood organizations requesting such notice, and posted on City websites. Eligibility criteria, application requirements and operations obligations would be further detailed in each individual Street Plaza open permit period announcement, but would broadly include the following:
  - a. Eligibility criteria:
    - Although not required, groups with non-profit corporation status with programs based in San Francisco are preferred.
    - Be able to demonstrate a strong connection to the neighborhood in which the Plaza is located.
    - Be able to demonstrate capacity for long-term management of the Plaza.
  - b. Application requirements: Plaza Application describing vision and strategy for the subject Plaza:
    - Organization Background Contact Information
    - Organization Qualifications
    - Staff Qualification
    - Community Initiative
    - Program Design, Site and Feasibility
    - Evaluation/Communications
    - Signage Plan
    - Budget Projections
  - c. Operations obligations:
    - Commit to complete and sign Plaza Encroachment Agreement, if approved as the Street Plaza Steward by the Board of Supervisors. Maintain general liability insurance, and naming the City as additional insured.
    - Maintain clear, on-going lines of communication with community stakeholders.
    - Activate and/or maintain the Plaza through programming, marketing, management and event management, as described in the approved permit agreement.
    - Maximize events that are free to the public.
    - Participate in periodic Plaza Program Steward meetings and workshops.
    - Plan to partner with existing City programs.
3. Prospective Street Plaza Stewards submit applications: Each Street Plaza application is a proposal to become the recommended Plaza Major Encroachment Permit applicant. The open permit period to identify Street Plaza Permittee shall be open for ninety (90) days.
4. On-going outreach: Applicant garners community support and Plaza Program raises local awareness of stewardship and program process.
5. Applications reviewed by DPW/Plaza Program staff for eligibility. If more than one proposal for application is received, DPW staff will review all proposals to determine whether there is more than one eligible proposal. DPW shall schedule a public hearing to review eligibility of all potential applicants. Based on the information provided, and testimony presented at the hearing, the DPW Hearing officer shall make a recommendation to the Director of Public Works, upon which, the Director shall select a final applicant. After such selection, DPW shall meet with the applicant to determine what outstanding information and/or materials are necessary to complete the application process. The DPW Director will only recommend one Street Plaza Steward (applicant) per Plaza. All other necessary Public Works Code 786.7 requirements will be addressed.
6. If the plaza has not yet been adopted into the Plaza Program, DPW and Plaza Program staff would prepare legislation proposing adoption of the plaza into the Plaza Program as per Chapter 94 of Administrative Code, prior to approval of a Plaza Encroachment Permit. Board of Supervisors approval of Plaza Encroachment Permit application.
7. Implementation: Street Plaza Steward begins stewardship of Plaza (programming and/or maintenance).
8. Ongoing Evaluation for term of Street Plaza Steward.
9. At end of term, begin process again with an open permit period to identify Street Plaza Steward.

## CITY RESPONSIBILITIES

- Separate from, but in coordination with, the Plaza Program, the City may elect to install temporary or permanent improvements at the Plazas, depending on funding.
- Plaza Program staff will monitor and regularly inspect Plazas to assess and confirm that the Street and City Plaza Stewards are fulfilling their responsibilities.
- Plaza Program Coordinator will be responsible for promoting the development of comprehensive Plaza Program policies and strategies; managing Plaza Program evaluation, reports and fees and networking Street and City Plaza Steward efforts and opportunities; leading a City Department Plaza Working Group and acting as liaison between Street and City Plaza Stewards and relevant City agencies. The Coordinator will also sustain strategic program-wide partnerships for Plaza maintenance and activation with community organizations, non-profits and businesses.
- The City has several measures that aim to minimize cost and process time of permits for events in adopted Plaza Program Plazas. The Coordinator will continue to seek opportunities to streamline activation in an effort to increase public benefits of activation.



## FAQs

Q: Which plazas could be in the Plaza Program?

A: Plazas will not be directly created by the Plaza Program; the Plaza Program is intended to provide a long-term “home” for existing plaza projects created through various City programs, including but not limited to: Pavement to Parks, Invest in Neighborhoods, the Planning Department process for new residential and/or commercial developments and other City initiatives. Plazas must 1) be generally over 2,000 square feet, 2) located in active areas of the City, like commercial corridors, transit or bicycle hubs or other naturally active areas, 3) not be primarily athletic or urban agriculture facilities, 4) have a demonstrable need for activation and/or maintenance, 5) have existing community support for public-private activation, and 6) have at least one identified potential partner that has capacity to steward the identified plaza for the proposed length of the agreement term. All Plazas would need to be adopted by the Board of Supervisors on a plaza-by-plaza basis as part of the Plaza Program.

Q: How can I hold an event in the Plaza?

A: Events that comply with Plaza Program event requirements can be scheduled through a City or Street Plaza Steward. Interested parties can contact a City or Street Plaza Steward directly to learn more about scheduling events. All Plaza City and Street Plaza Stewards will be listed on the Plaza Program website.

Q: Can Plaza City and Street Stewards generate revenue? How can they use that revenue?

A: Yes, a City and Street Plaza Stewards can generate revenue from activities that are permitted under their relevant agreement with City, but that revenue can only be used to support the activation, management and maintenance of that Plaza. If a City Plaza Steward generates more revenue than it needs for its budgeted activation, management, maintenance activities, it can place some of that excess revenue in a limited reserve fund and the City would use any remaining excess revenue to fund activation and management activities in other City Plazas that have inadequate activation and management funds.

Q: Will these Plazas be open to the public?

A: Yes, all Plazas must generally remain open to the public. They will feel similar to other City-owned open space, with similar regulations. Some Plazas may have a limited number of private events, to be approved by the Board of Supervisors, in order to support their respective Steward’s activation and maintenance obligations for those Plazas.