The SF Plaza Program is an exciting new urban plaza stewardship program designed to empower local efforts in creating more innovative, sustainable and livable solutions that support San Francisco’s many vibrant communities. 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.

This interagency 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 designed to leverage various City, private, nonprofit and stakeholder group efforts to provide long-term activation, management, and/or maintenance to City-owned plazas that are outside of traditional function and jurisdiction of the Recreation and Parks Department (RPD), supporting the transformation of these underutilized City properties into vibrant, social and sustainable public spaces. The City supports local stewardship efforts in various ways, including streamlining event permits for community-supported activities such as arts and music events, farmers’markets, movie nights, and local food and retail opportunities.

**OFFICE OF ECONOMIC AND WORKFORCE DEVELOPMENT (OEWD), DEPARTMENT OF PUBLIC WORKS (DPW) AND THE REAL ESTATE DIVISION (RED)**

**PROGRAM FEATURES**

- **ENCOURAGES LONG-TERM PUBLIC SPACE SUSTAINABILITY**
- **STREAMLINES EVENT PERMITTING, ESPECIALLY SMALL EVENTS**
- **COORDINATES AND STREAMLINES CITY SUPPORT**
- **BUILDS COMMUNITY ENGAGEMENT AND CAPACITY**
- **SUPPORT STEWARDS IN DEVELOPING BEST PRACTICES CITY-WIDE**
- **SUPPORTS LOCAL ECONOMIC DEVELOPMENT GOALS**
- **BUILDS ON CITY-WIDE LOCAL STEWARDSHIP EFFORTS**

See back page for more details.
Various City programs already support the creation of new plazas on City-owned spaces that are outside of traditional Recreation and Parks Department (RPD) functions and jurisdictions. Examples of these programs that support and guide communities in transforming underutilized spaces into vibrant plazas include: Pavement to Parks, OEWD’s Invest in Neighborhoods Initiative and the Planning Department’s area plans and other development programs.

When a successful public plaza emerges from these existing City/community partnerships that has specific long-term needs that are beyond existing City resources to support, the Plaza Program can help support local stakeholders in identifying stewards for these plazas, usually in the form of nonprofits groups. These stewards would make proposals to meet the needs of each proposed plaza, including a customized mix of activation and/or maintenance.

The City would do its part to support local stewardship by streamlining event permits, when possible, for proposed events in the plazas, like community supported activities such as art and music events, farmers’ markets, movie nights, local food and retail opportunities, and much more.

The program requires per-plaza adoption by the Board of Supervisors. Plazas and stewards that have emerged from existing City initiatives could be proposed on a plaza-by-plaza basis for adoption and approval by the Board of Supervisors. Learn more about the steward identification process in the Plaza Program Overview.*

Criteria: City-owned property located in active areas of San Francisco, like commercial corridors, transit or bicycle hubs or other pedestrian active areas, generally over 2,000 square feet and outside of the RPD jurisdiction. Each proposed plaza must demonstrate a need for a long-term activation and/or maintenance solution and must have emerged from a City initiative and community outreach process.

During the term of their stewardship of a plaza, stewards must strive to achieve their approved goals, which may include activation and/or maintenance. They must participate in regular communication with and outreach to the surrounding community, as well as participate in regular Plaza Program evaluation requirements. Terms will generally be 5 years and will be negotiated for each proposed plaza.

While the Plaza Program does not directly fund plaza construction or long-term costs, it makes it easier for local stewardship efforts to be successful through new systemic processes, standardized agreements and consistent City interagency coordination. The Plaza Program aims to support local efforts to sustain more safe, clean and active public open spaces that enhance San Francisco’s many vibrant neighborhoods.

*More information at: http://www.oewd.org/plazaprogram