LAUREL VILLAGE
CALIFORNIA STREET | STREETSCAPE PROJECT
MEETING AGENDA

SUPERVISOR FARRELL

REVIEW COMMUNITY FEEDBACK

STREETScape CONCEPT PRESENTATION (30 MIN)

QUESTION & ANSWER (5-10 MIN)

OPEN HOUSE + QUESTIONNAIRES (20-30 MIN)

MEETING CLOSE
PROJECT TEAM

MIKE RIEGER, PROJECT MANAGER, PUBLIC WORKS

MARTHA KETTERER, LANDSCAPE ARCHITECT, PUBLIC WORKS

CORT EIDEM, LANDSCAPE ARCHITECT, PUBLIC WORKS

TONY ESTERBROOKS, LANDSCAPE ARCHITECT, PUBLIC WORKS

GRACE MOORE, PUBLIC AFFAIRS, PUBLIC WORKS

LILIANA VENTURA, TRANSPORTATION ENGINEER, SFMTA

MICHAEL RHODES, TRANSIT PLANNER, MUNI FORWARD, SFMTA
COMMUNITY FEEDBACK

Total Responses Received: 86

1. Zip Code:
   - 94118 – 91%
   - 94115 – 5%
   - Other (4 Zip Codes) – 4%

2. Project Interest:
   - 94% Live near the project
   - 11% Work near the project
   - 26% Commute on the 1, 1AX, or 1BX

3. The most desired elements by rank were:
   1. Street Trees
   2. Sidewalk Planting
   3. Pedestrian Lighting
   4. Benches/Seating
   5. Trash Receptacles

4. The most common answers to what respondents Liked about Laurel Village:
   - Wide sidewalks
   - Ease of parking
   - Street trees

5. The most common answers to what respondents Disliked about Laurel Village:
   - The uneven, sloped sidewalk area between Cal-Mart and Starbucks
   - Existing clutter on the sidewalks (meter posts, newspaper racks, etc.)
   - Outdated, dreary, and tired were words used to describe the shopping center
   - Lack of seating

6. The most common answers to what respondents think would provide the best improvement to Laurel Village were:
   - More attractive and consistent environment
   - More planting/trees/greening
   - Benches/Seating
   - Flattening the sidewalks
PROJECT GOALS

01. Create a unique identity for the Laurel Village neighborhood.

02. Improve lighting and visibility of businesses along the street.

03. Replace existing sidewalks for a safer and more comfortable pedestrian experience.

04. Utilize bulbouts to create pedestrian nodes and calm traffic along California Street.

05. Incorporate neighborhood greening to enhance visual aesthetics for visitors.

06. Increase local economic vitality.
COMMUNITY IDENTITY

Laurel Village Pedestrian Improvements
Community Presentation | 10.06.15

RIDGE LINE

LYON STREET

SACRAMENTO STREET

CALIFORNIA STREET

FILLED -MORE STREET

Laurel Village
SITE ANALYSIS
SITE ANALYSIS

ENVIRONMENT

PREVAILING WIND DIRECTION + FOG MOISTURE
SUMMER SHADOW LINE
SITE ANALYSIS

ENVIRONMENT

PREVAILING WIND DIRECTION + FOG MOISTURE
SUMMER SHADOW LINE
WINTER SHADOW LINE
SITE ANALYSIS

EXISTING CONDITION

PREVAILING WIND DIRECTION + FOG MOISTURE
SUMMER SHADOW LINE
WINTER SHADOW LINE
EXISTING TREES
**PROPOSED IMPROVEMENTS**

- **LIGHTING**
- **PREVAILING WIND DIRECTION + FOG MOISTURE**
- **SUMMER SHADOW LINE**
- **WINTER SHADOW LINE**
- **EXISTING TREES**
- **STREET LIGHTS + NEW PEDESTRIAN LIGHTING**

Laurel Village Pedestrian Improvements

Building Design & Construction

Community Presentation | 10.06.15
PROPOSED IMPROVEMENTS

GATEWAY PLAZAS

PREVAILING WIND DIRECTION + FOG MOISTURE
SUMMER SHADOW LINE
WINTER SHADOW LINE
EXISTING TREES
STREET LIGHTS + NEW PEDESTRIAN LIGHTING
GATEWAY PLAZAS
PROPOSED IMPROVEMENTS

PEDESTRIAN IMPROVEMENTS

PREVAILING WIND DIRECTION + FOG MOISTURE
SUMMER SHADOW LINE
WINTER SHADOW LINE
EXISTING TREES
STREET LIGHTS + NEW PEDESTRIAN LIGHTING
GATEWAY PLAZAS

PEDESTRIAN IMPROVEMENTS

Laurel Village Pedestrian Improvements
Community Presentation | 10.06.15

Building Design & Construction
PROPOSED INTERVENTIONS

RAISED CURBS

NEW PLANTING

GATEWAY NODES

ICONIC PAVING AT CENTRAL PLAZA
SECTION STUDIES

EXISTING

PROPOSED

Laurel Village Pedestrian Improvements
Community Presentation | 10.06.15
CONTEMPORARY FORMAL

CONCEPT ONE

TOPIARY HEDGES
ANCIENT OLIVE GATEWAY FEATURE
RADIANT PAVING
IDENTITY LOGO AT CENTRAL PLAZA
UPLIGHTS ON SPECIMEN OLIVE TREES
CONTEMPORARY FORMAL

ANCIENT OLIVE TREE

BOXWOOD HEDGE

NEIGHBORHOOD GREENING
CONTEMPORARY FORMAL

SITE FURNISHINGS

Benches

Uplighting on Olive Trees

Storefront Planters
Ancient Olive Gateway Marker
CONTemporary Formal

EXISTING CONDITION
C O N T E M P O R A R Y  F O R M A L

NEW GATEWAY IDENTITY
**EUROPEAN BISTRO**

CONCEPT TWO

- **MOVEABLE FURNITURE**
- **BRIGHT PLAYFUL COLOR SCHEME**
- **OVERHEAD STRING LIGHTING**
- **PAVEMENT / GRASSES OVERLAP**
- **IDENTITY LOGO AT CENTRAL PLAZA**
- **VERTICAL GREEN GATEWAY DESIGN**
EUROPEAN BISTRO

Ancient Olive Tree

NEIGHBORHOOD GREENING

Calamagrostis x acutiflora ‘Karl Forster’

Nasella tenuissima

Helictotrichon sempervirens
EUROPEAN BISTRO

SITE FURNISHINGS

Colorful Seating

Overhead String Lighting

Storefront Planters
EUROPEAN BISTRO

Planted Gateway Marker
EUROPEAN BISTRO

CENTRAL PLAZA: PLAN VIEW

LEGEND

1. Green Plaza Buffer
2. Expanded Median
3. Storefront Planters
4. Specimen Tree
5. Plaza Logo + Tables and Chairs
6. Iconic Paving + Overhead String Lights
7. Green Crosswalk Print for Traffic Calming

Building Design & Construction

Laurel Village Pedestrian Improvements
Community Presentation | 10.06.15
MODERN CONTEMPORARY

CONCEPT THREE

- SCULPTURAL SEATS AT CENTRAL PLAZA
- CONTRAST PAVING PATTERN
- GATEWAY IDENTITY LETTERING
- CONTEMPORARY PLANTING DESIGN
- MOISTURE HARVESTING GATEWAY
MODERN CONTEMPORARY

NEIGHBORHOOD GREENING

Cordyline australis

Yucca filamentosa
MODERN CONTEMPORARY

ICONIC PAVING

Solingen, Germany
Brookville, New York
Exploratorium: San Francisco, California
Quebec City, Canada
MODERN CONTEMPORARY

SITE FURNISHINGS

Exploratorium: San Francisco, California
Plaza del Milenio: Valladolid, Spain
Contemporary Glowsticks: Bangkok, China
MODERN CONTEMPORARY

GATEWAY IDENTITY

Fog Catcher Mesh

Water Warka: Venice, Italy
MODERN CONTEMPORARY

GATEWAY IDENTITY

Fog Catcher Gateway Marker
Laurel Village Pedestrian Improvements

Central Plaza: Plan View

Legend:
1. Interactive Sculpture
2. Expanded Median
3. Storefront Planters
4. Glow Lights in Planting Area
5. New Continental Crosswalks
6. Iconic Paving
## Project Schedule

<table>
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<tr>
<th>Activity</th>
<th>Time Period</th>
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<tr>
<td>Planning &amp; Public Outreach</td>
<td>February - November 2015</td>
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<tr>
<td>Design</td>
<td>Winter 2015 - Summer 2016</td>
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<tr>
<td>Project Advertise for Bids</td>
<td>Summer - Fall 2016</td>
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<tr>
<td>Construction Begins</td>
<td>Fall 2016 - Winter 2017</td>
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MEETING CLOSE