

POWELL STREET



THE ENDURING ALLURE OF THE CABLE CAR
POWELL STREET IMPROVEMENT PROJECT

MARKET - ELLIS



ELLIS - O'FARRELL



O'FARRELL - GEARY



POWELL STREET TODAY

WHAT DID WE HEAR?

PROGRAMMING & ACTIVATION

CHALK
APT

What type of outdoor activities and programs would you prioritize in Powell Street?

What physical adjustments would best facilitate successful programming and activation of Powell Street?



UNION
SQUARE + fieldoperations + SITELAB studio

SAFETY & CLEANLINESS

What change would have the most significant impact on safety and cleanliness?

What measures could enhance your feeling of safety at Power Street?

Which locations within the city exemplify the standards that Powell Street should aspire to?



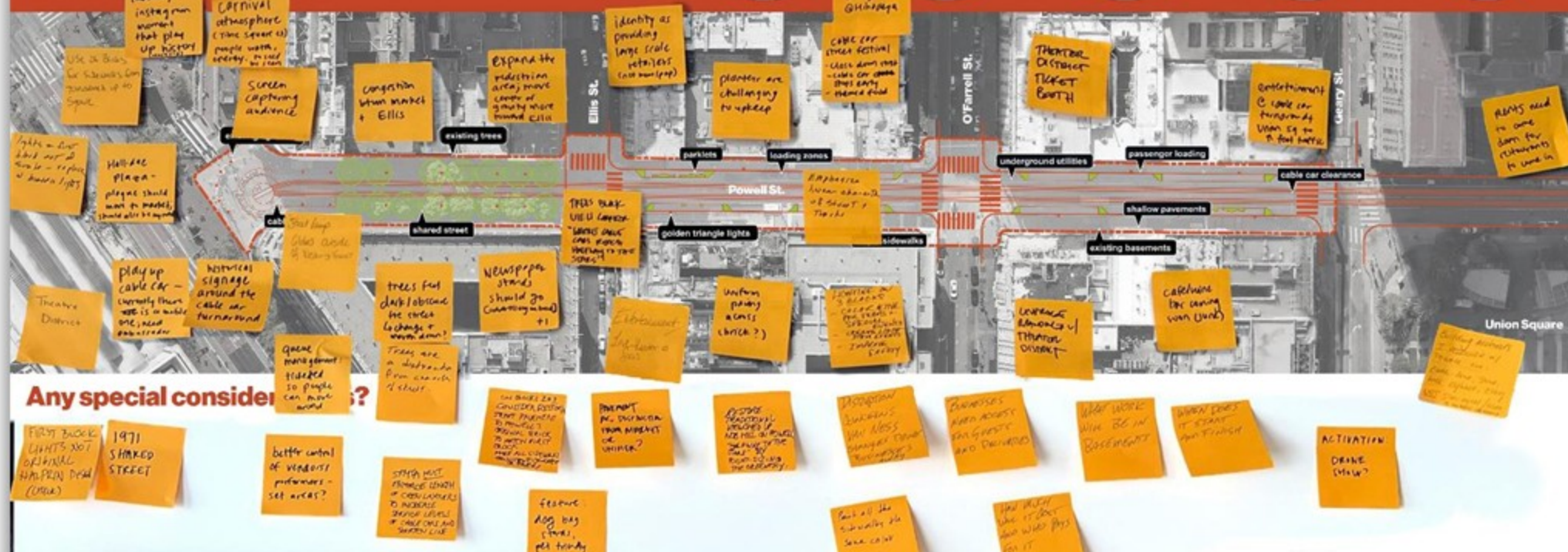
UNION
SQUARE + fieldoperations + SITELAB urban

IDENTITY & CHARACTER

What elements characterize the Powell Street?

How do you envision Street's role evolving in San Francisco's future?

What elements would you celebrate of Powell Street?



UNION
SQUARE + fieldoperations + SITELAB estados

DESIGN FEATURES

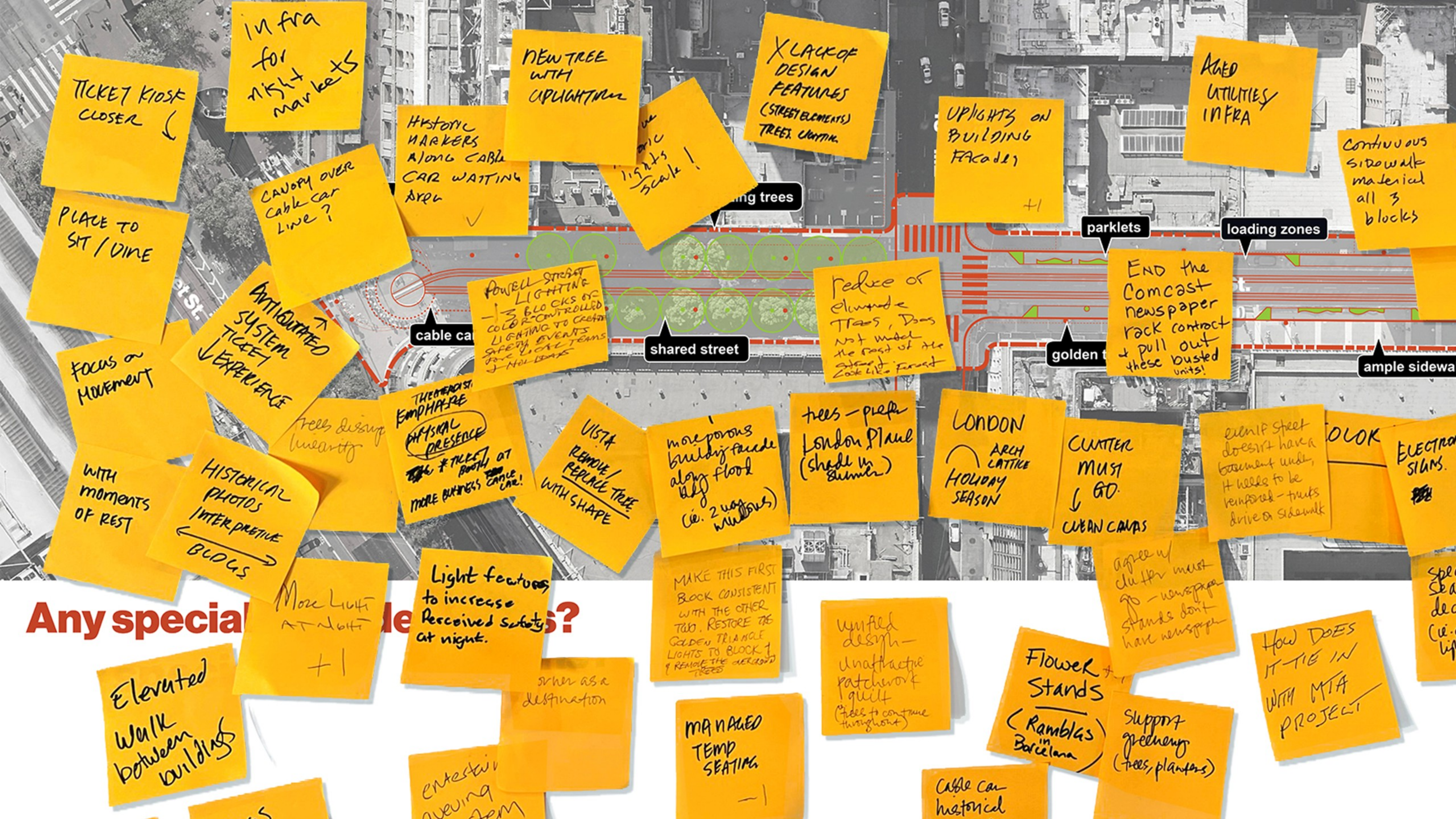
What design features would you prioritize in Powell Street?

What design features can be incorporated to make First Street more inviting?

What do you think Powell Street is missing?



UNION
SQUARE + fieldoperations + SITELAB_{urban}



Any special ...

TICKET KIOSK
CLOSER

IN FRA
for
night
markets

NEW TREE
WITH
UPLIGHTING

X LACK OF
DESIGN
FEATURES
(STREET ELEMENTS)
TREES, UPLIGHTING

AGED
UTILITIES
INFRA

Continuous
sidewalk
material
all 3
blocks

HISTORIC
MARKERS
ALONG CABLE
CAR WAITING
AREA

lights
scale!

UPLIGHTS ON
BUILDING
FACADES

parklets

loading zones

PLACE TO
SIT / DINE

CAVOPY OVER
CABLE CAR
LINE?

POWELL STREET
LIGHTING
- 3 BLOCKS OF
COLOR CONTROLLED
LIGHTING TO CREATE
SAFETY EVENTS
FOR LOCAL TEAMS
& HOBBIES

shared street

reduce or
eliminate
TREES, Does
not match
the rest of the
street. Forest
look like forest

END the
Comcast
newspaper
rack contract
& pull out
these busted
units!

ample sidewalk

ANTICIPATED
SYSTEM
TICKET
EXPERIENCE

Focus on
MOVEMENT

feels dising
linearity

THEATRICITY
EMPHASIS
PHYSICAL
PRESENCE
* TICKET
BOOTH AT
CABLE CAR!
MORE BUSINESS

ULTRA
REMOVE/
REPLACE TREE
WITH SHAPE

more porous
building facade
along flood
wall
(ie. 2 way
windows)

trees - prefer
London Plane
(shade in
summer)

LONDON
ARCH
LATTICE
HOLIDAY
SEASON

CLUTTER
MUST
GO
CLEAN CANVAS

even if street
doesn't have a
basement under,
it needs to be
reinforced - trucks
drive on sidewalk

LOOK
ELECTRONIC
SIGNS

HISTORICAL
PHOTOS
INTERPRETIVE
BUDGS

WITH
MOMENTS
OF REST

More Light
AT Night
+1

Light features
to increase
Perceived safety
at night.

MAKE THIS FIRST
BLOCK CONSISTENT
WITH THE OTHER
TWO. RESTORE THE
GOLDEN TRIANGLE
LIGHTS TO BLOCK 1
& REMOVE THE AEROSOL
TREES

unified
design -
unattractive
patchwork
quilt
(feels to continue
throughout)

agree w/
clutter must
go - newspaper
stands don't
have newspaper

How DOES
IT TIE IN
WITH MTA
PROJECT

Elevated
Walk
between
buildings

other as a
destination

MANAGED
TEMP
SEATING

Flower
Stands
(Ramblas
in
Barcelona)

Support
greenery
(trees, planters)

Cable car
historical

entertaining
evening
from

"BRING BACK HISTORIC SIGNAGE AROUND THE CABLE CAR TURNAROUND."

"CABLE CAR STREET FESTIVAL, THEMED FOOD OFFERINGS, STREET CLOSURE."

"LIGHT FEATURES TO INCREASE PERCEIVED SAFETY AT NIGHT."

"HALFWAY TO THE STARS - TONY BENNETT."

"UTILIZE LIGHTING TO ACTIVATE BUILDING SECOND FLOOR SPACES"

"HISTORIC MARKERS ALONG CABLE CAR WAITING AREA."

"UNIFORM PAVING (BRICK) ACROSS."

"EVENTS THAT MOVE ALONG POWELL."

"LEVERAGE BRANDING OF HISTORIC THEATRE DISTRICT . "

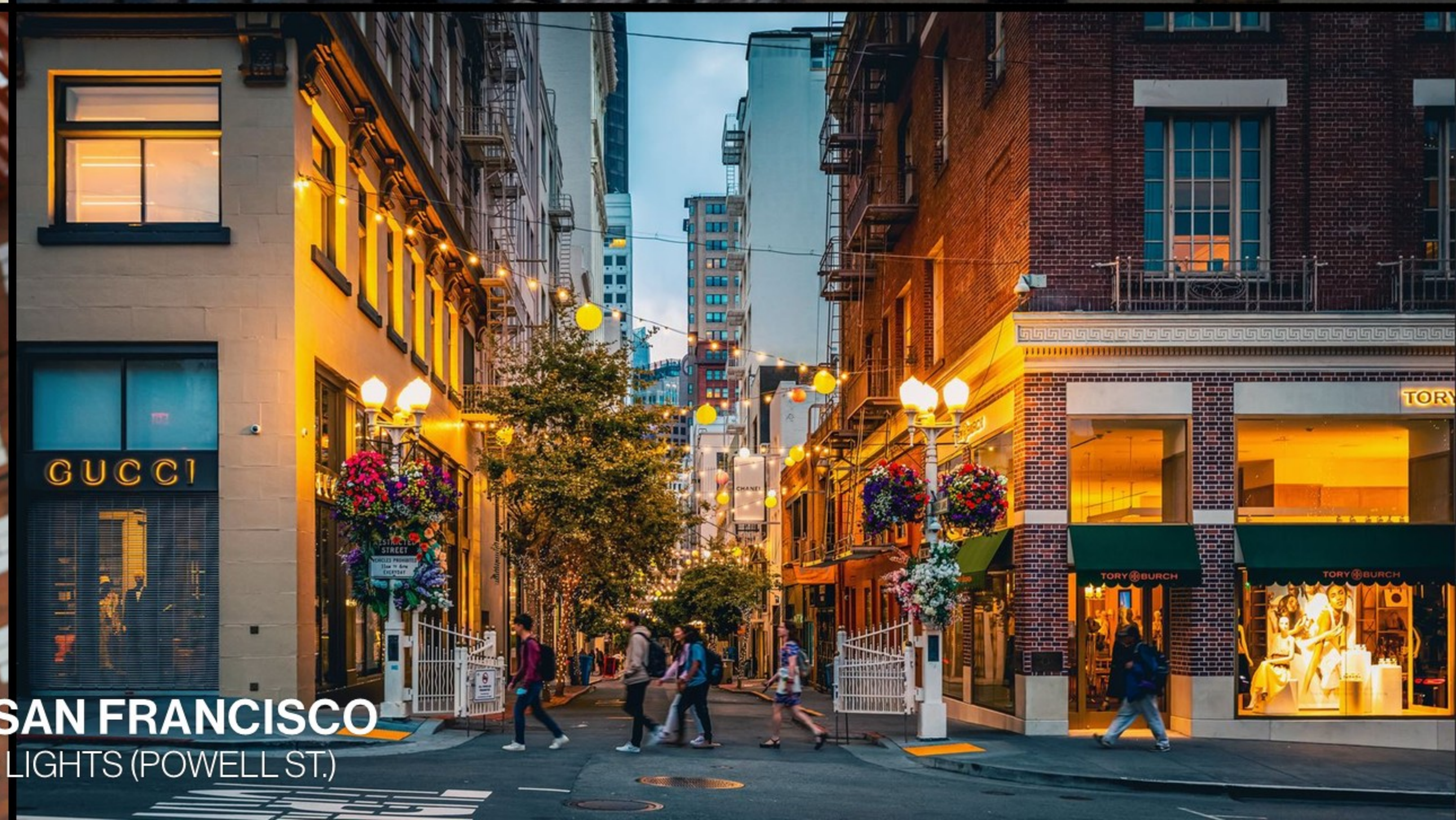
"RESTORE TRADITIONAL VIEWSHED UP NOB HILLS ON POWELL."

"SF FLOWER MART STANDS WITH KIOSKS FOR LIVE DEMOS AND ARTS."

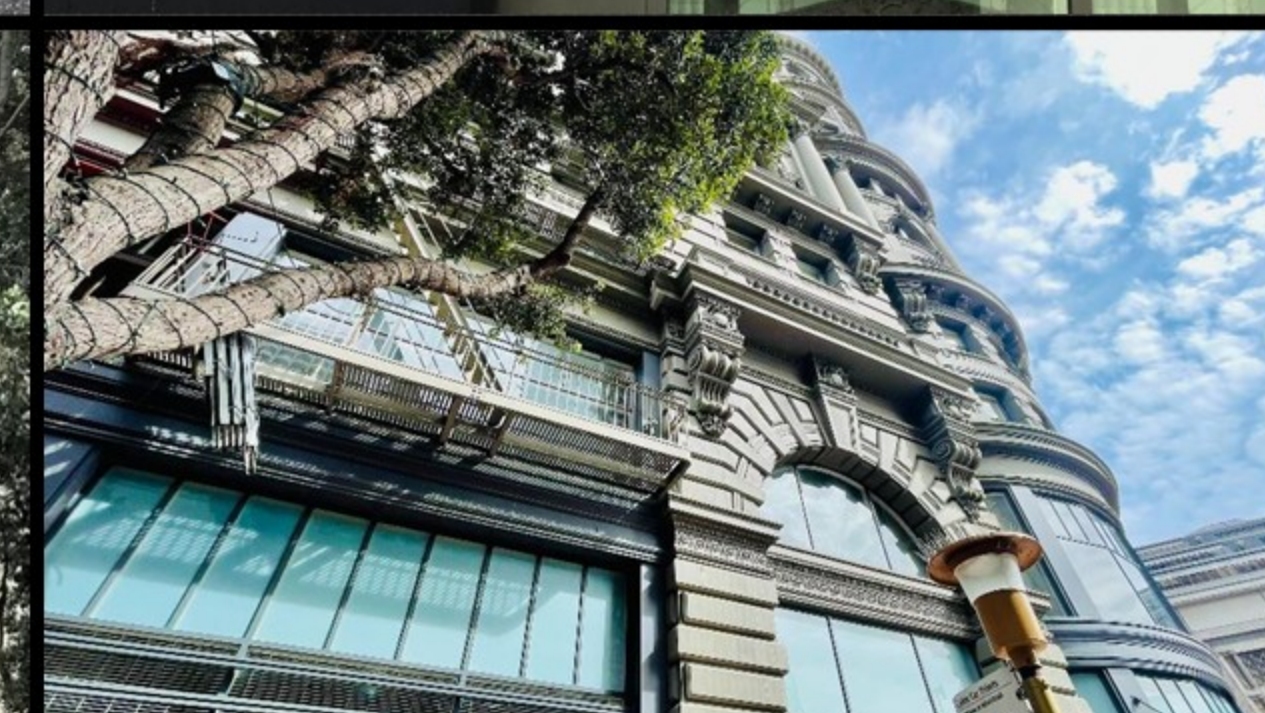
WHAT WE HEARD

The original allure of California and San Francisco began with the golden hills and gold itself.

Today, the description evokes an optimism, the prospect of good fortune, and the possibility of experiencing something magic.



LANTERNS OF SAN FRANCISCO
GOLDEN TRIANGLE LIGHTS (POWELL ST.)



Golden Details of Powell Street

THE GOLDEN LANTERNS



THE GOLDEN FRAMES

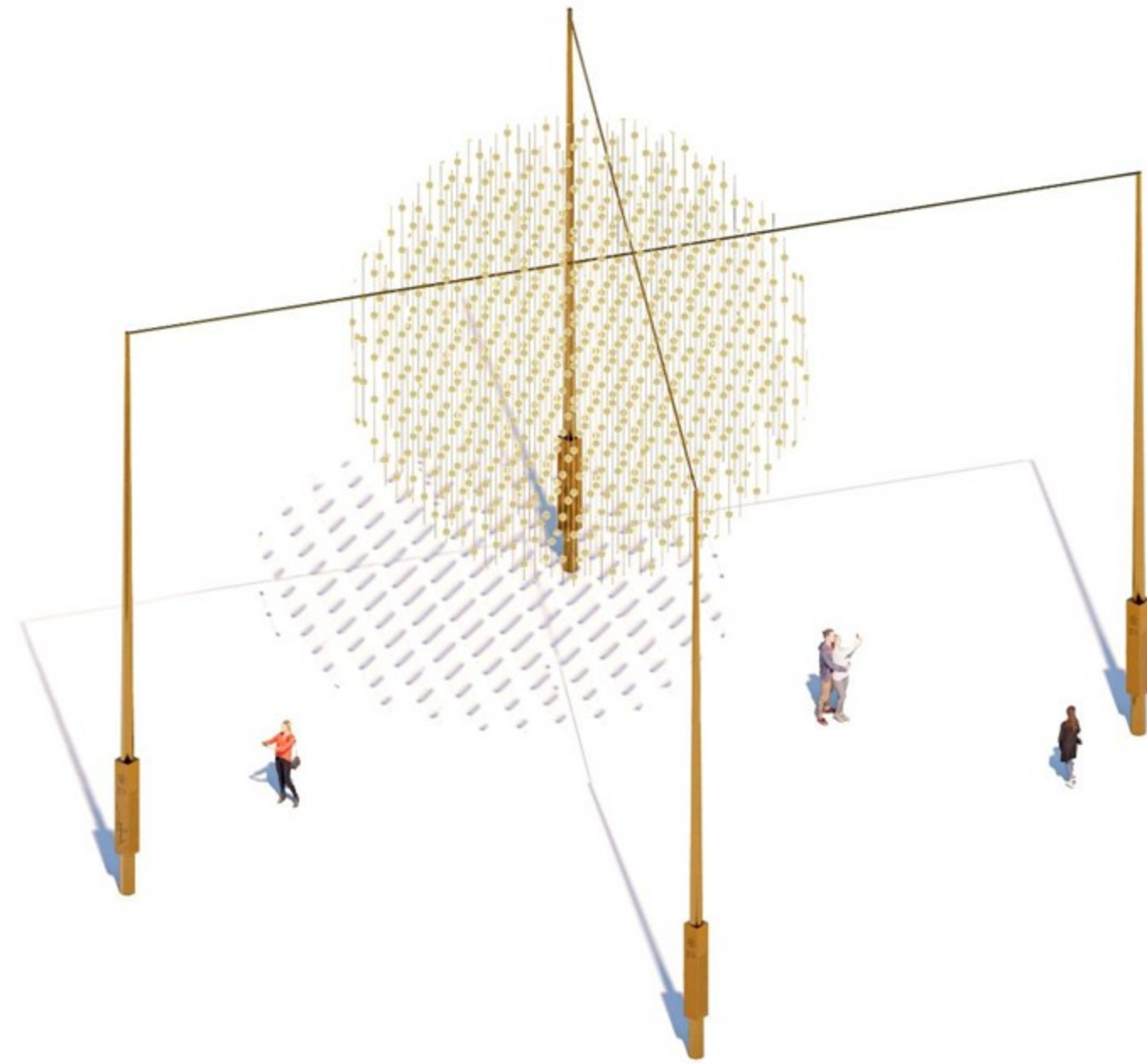


THE GOLDEN CANOPY

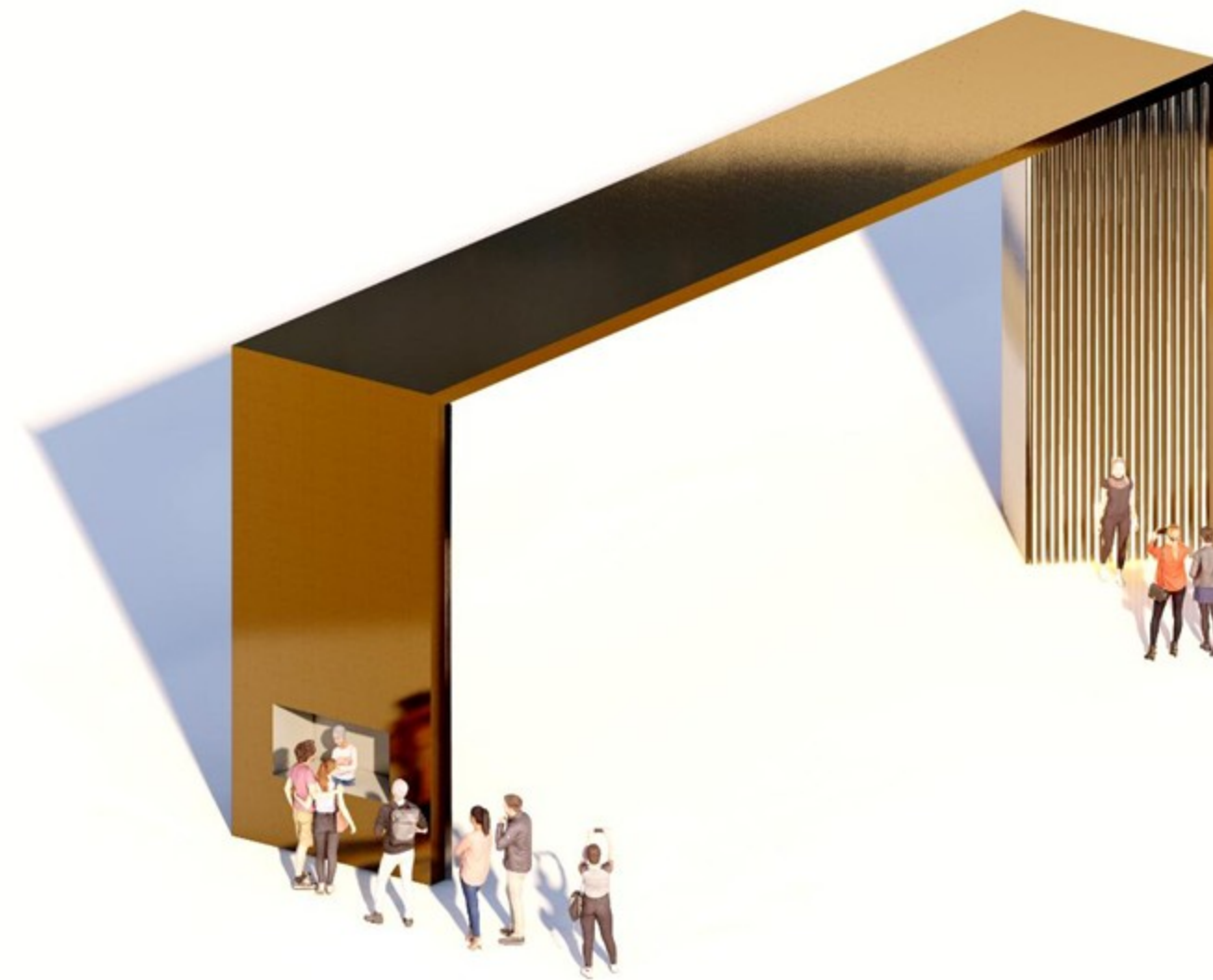


WHICH IS YOUR FAVORITE ALTERNATIVE?

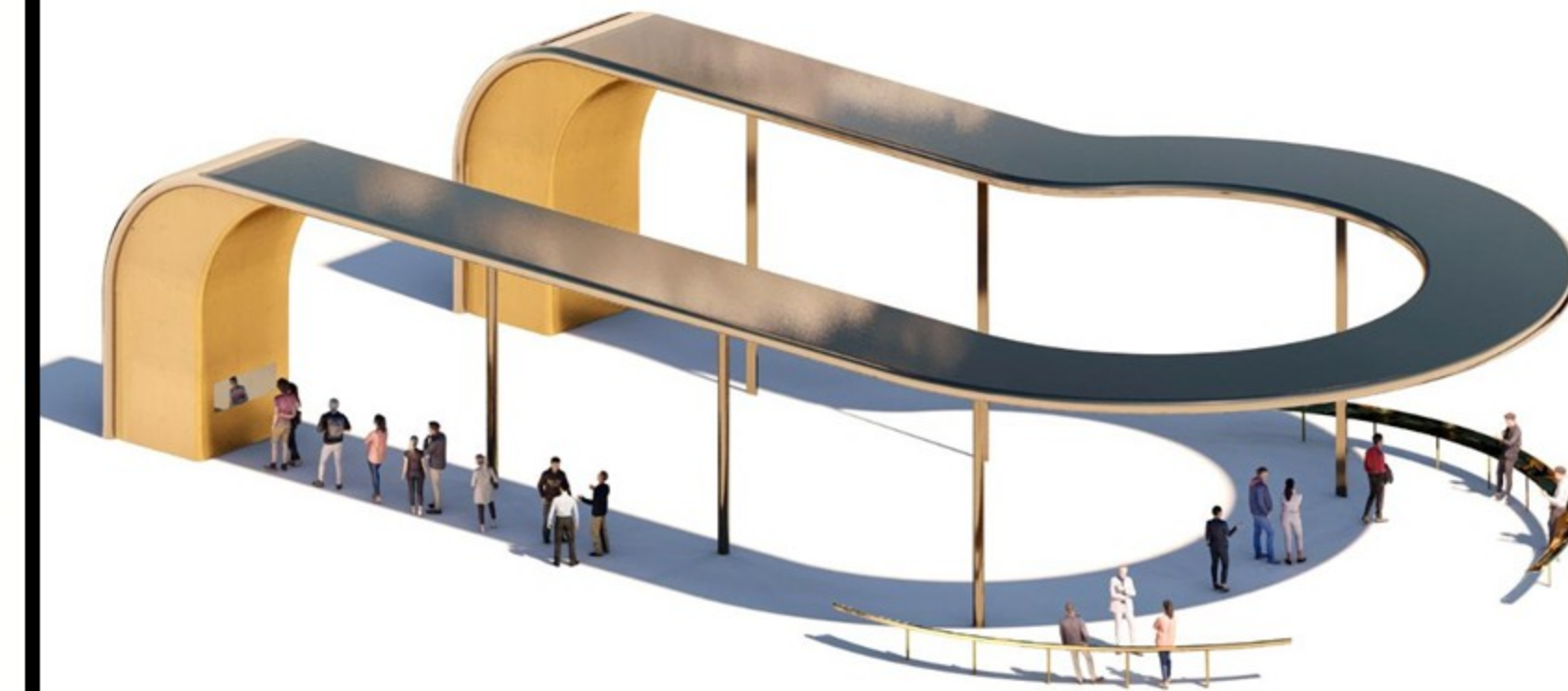
THE GOLDEN LANTERN



THE GOLDEN FRAME



THE GOLDEN CANOPY



WHAT GATEWAY ARE YOU MOST DRAWN TO?



WHAT FURNISHINGS ARE YOU MOST DRAWN TO?

THE GOLDEN LANTERNS

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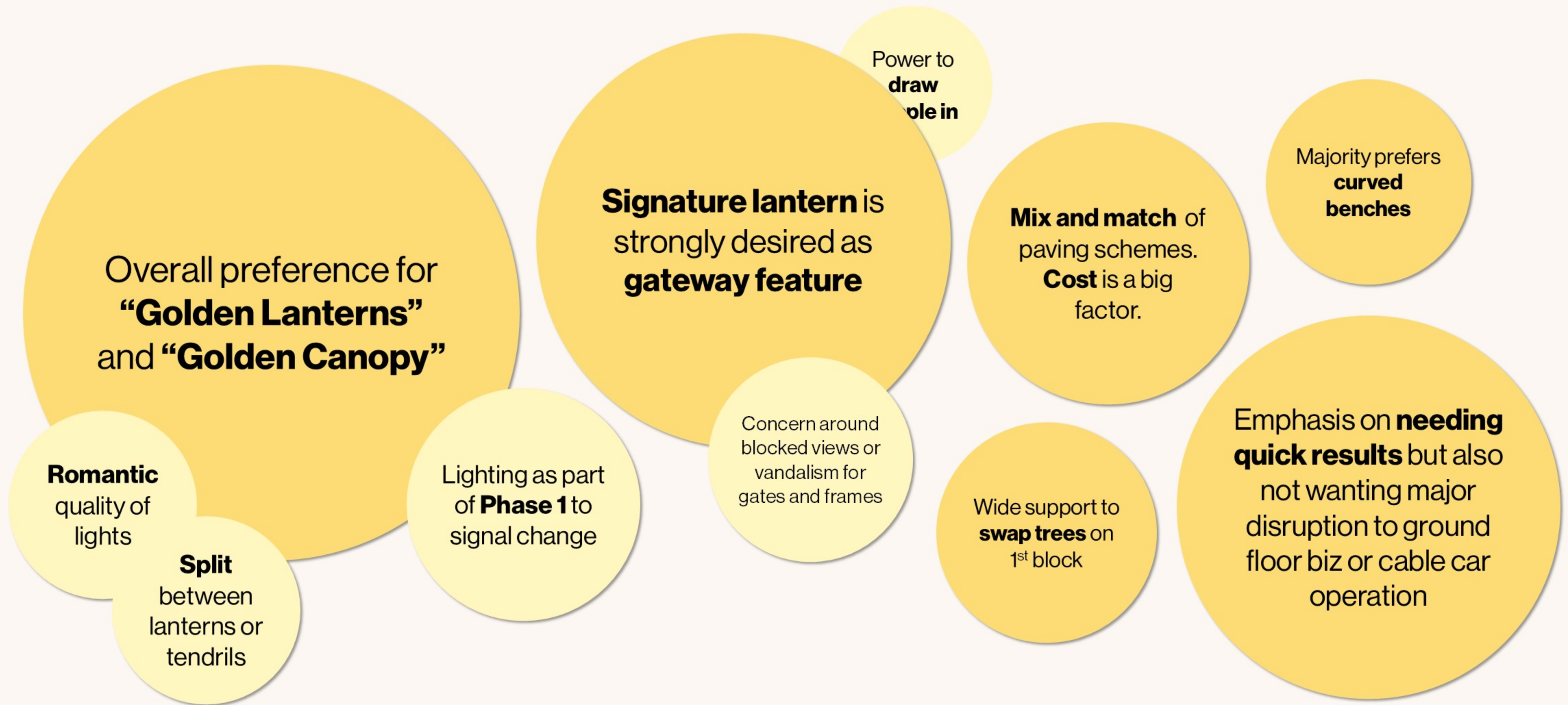
THE GOLDEN FRAMES

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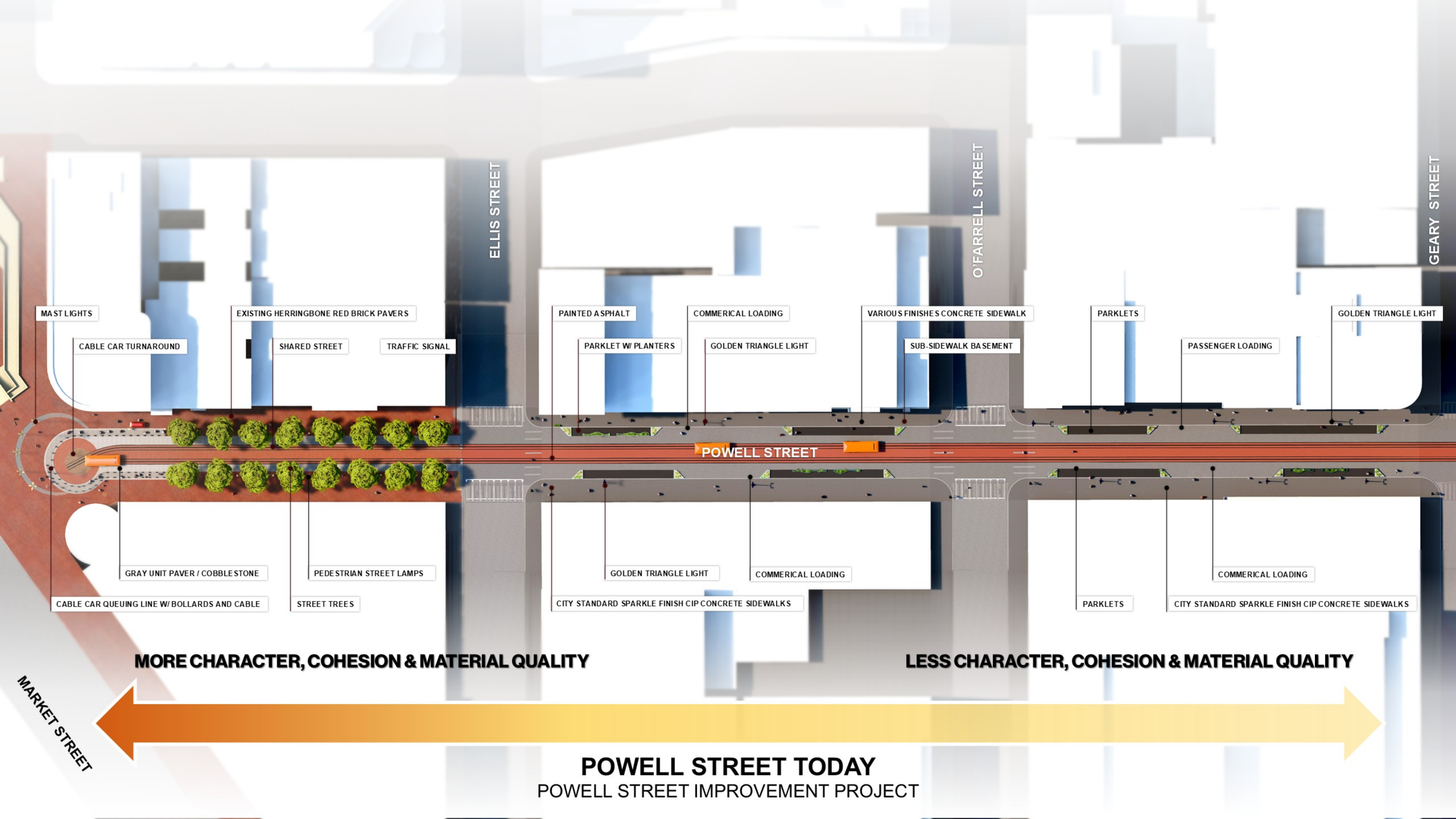
THE GOLDEN CANOPY

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WHICH IS YOUR FAVORITE ALTERNATIVE?



OVERALL TAKEAWAYS



MAST LIGHTS

CABLE CAR TURNAROUND

EXISTING HERRINGBONE RED BRICK PAVERS

SHARED STREET

TRAFFIC SIGNAL

GRAY UNIT PAVER / COBBLESTONE

PEDESTRIAN STREET LAMPS

CABLE CAR QUEUING LINE W/ BOLLARDS AND CABLE

STREET TREES

PAINTED ASPHALT

PARKLET W/ PLANTERS

COMMERICAL LOADING

GOLDEN TRIANGLE LIGHT

GOLDEN TRIANGLE LIGHT

COMMERICAL LOADING

CITY STANDARD SPARKLE FINISH CIP CONCRETE SIDEWALKS

VARIOUS FINISHES CONCRETE SIDEWALK

SUB-SIDEWALK BASEMENT

PARKLETS

PASSENGER LOADING

COMMERICAL LOADING

PARKLETS

CITY STANDARD SPARKLE FINISH CIP CONCRETE SIDEWALKS

GOLDEN TRIANGLE LIGHT

ELLIS STREET

O'FARRELL STREET

GEARY STREET

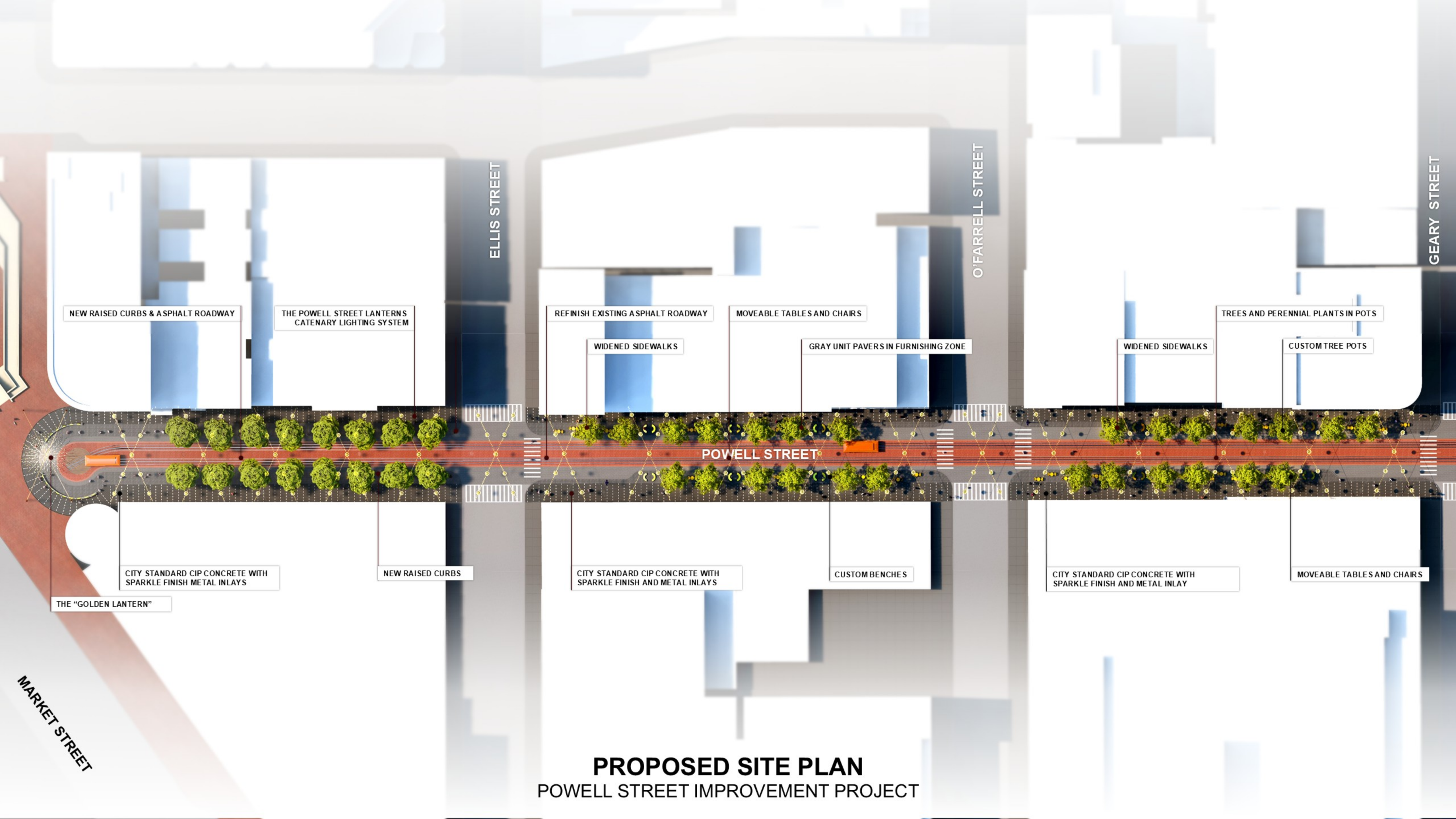
POWELL STREET

MORE CHARACTER, COHESION & MATERIAL QUALITY

LESS CHARACTER, COHESION & MATERIAL QUALITY

POWELL STREET TODAY
POWELL STREET IMPROVEMENT PROJECT

MARKET STREET



PROPOSED SITE PLAN
POWELL STREET IMPROVEMENT PROJECT

NEW RAISED CURBS & ASPHALT ROADWAY

THE POWELL STREET LANTERNS
CATENARY LIGHTING SYSTEM

REFINISH EXISTING ASPHALT ROADWAY

WIDENED SIDEWALKS

MOVEABLE TABLES AND CHAIRS

GRAY UNIT PAVERS IN FURNISHING ZONE

WIDENED SIDEWALKS

TREES AND PERENNIAL PLANTS IN POTS

CUSTOM TREE POTS

CITY STANDARD CIP CONCRETE WITH
SPARKLE FINISH METAL INLAYS

NEW RAISED CURBS

CITY STANDARD CIP CONCRETE WITH
SPARKLE FINISH AND METAL INLAYS

CUSTOM BENCHES

CITY STANDARD CIP CONCRETE WITH
SPARKLE FINISH AND METAL INLAY

MOVEABLE TABLES AND CHAIRS

THE "GOLDEN LANTERN"

MARKET STREET

ELLIS STREET

O'FARRELL STREET

GEARY STREET

POWELL STREET



CITY STANDARD GRAY CONCRETE
W/ SPARKLE FINISH
UNIT PAVING LIKE JOINT PATTERN &
METAL INLAYS

GRAY BRICK TO MATCH MARKET
STREET PLAZA PATTERN

GRANITE CURB

GRAY BRICKS TO MATCH
SOUTHERNMOST BLOCK

RED BRICKS
INSPIRED BY MARKET ST. BRICKS

GRAY BRICKS TO MATCH
SOUTHERNMOST BLOCK

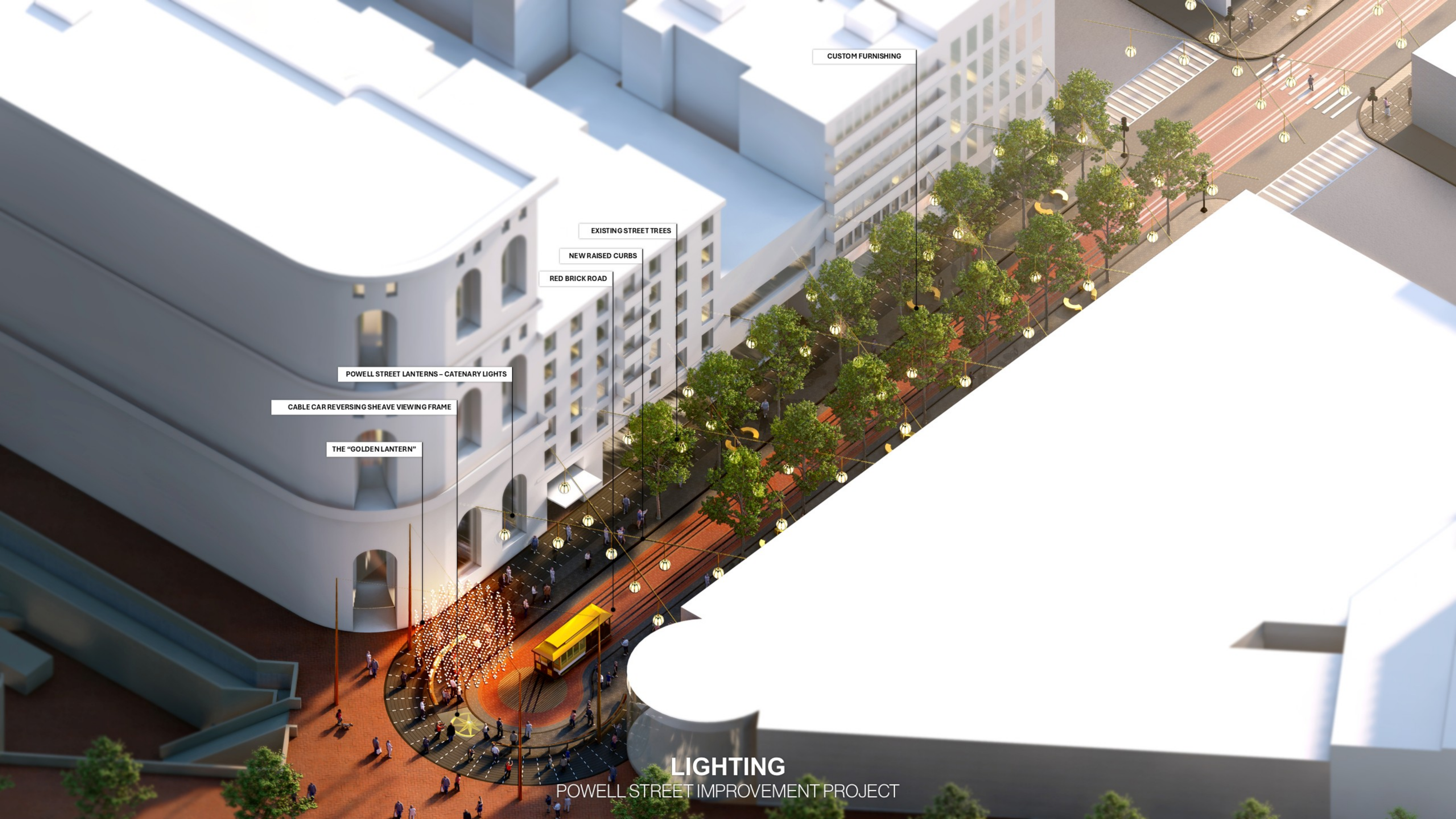
GRANITE CURB

GRAY BRICK TO MATCH MARKET
STREET PLAZA PATTERN

CITY STANDARD GRAY CONCRETE
W/ SPARKLE FINISH
UNIT PAVING LIKE JOINT PATTERN &
METAL INLAYS

CURRENT PROPOSAL

POWELL STREET IMPROVEMENT PROJECT



CUSTOM FURNISHING

EXISTING STREET TREES

NEW RAISED CURBS

RED BRICK ROAD

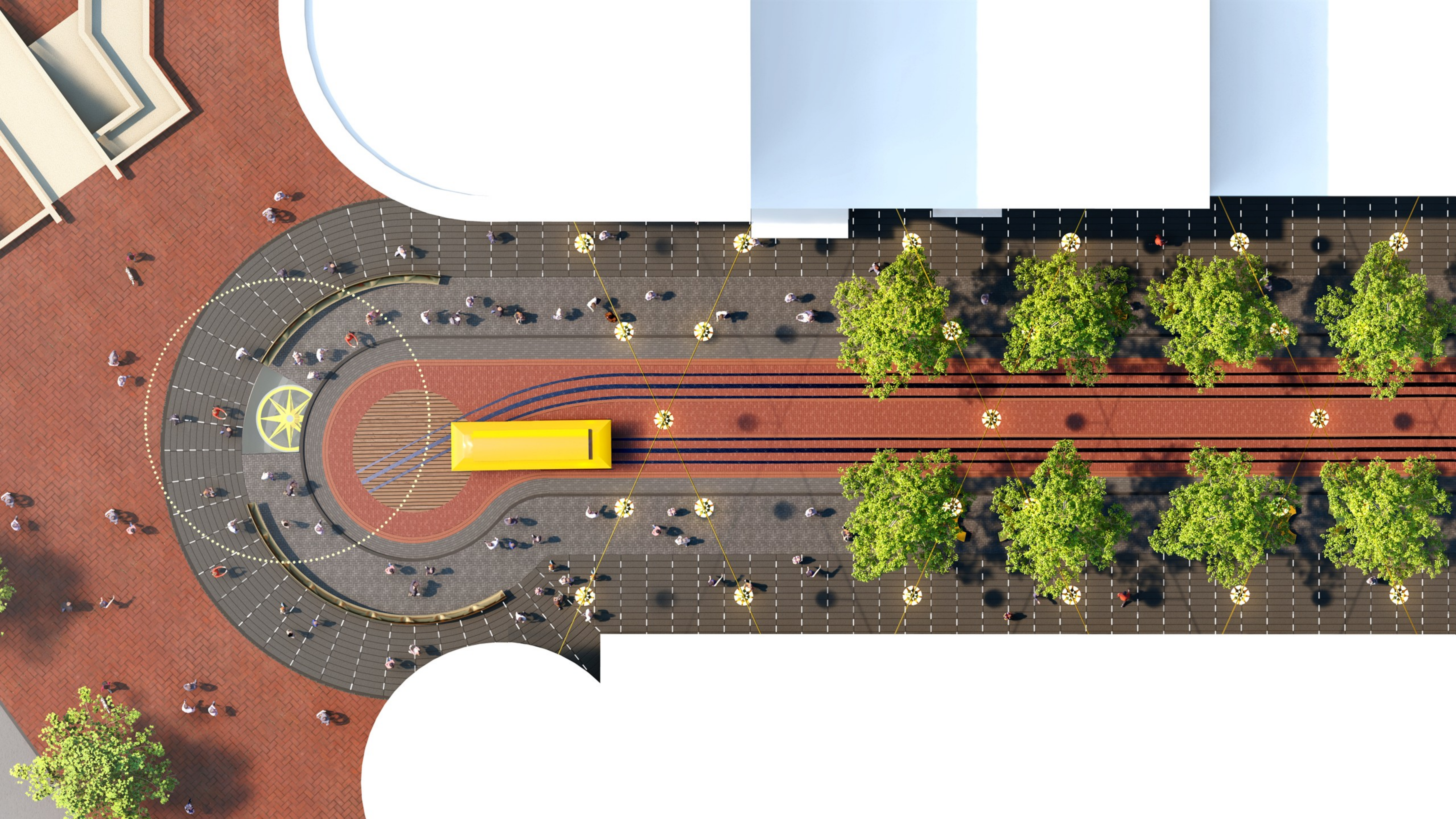
POWELL STREET LANTERNS - CATENARY LIGHTS

CABLE CAR REVERSING SHEAVE VIEWING FRAME

THE "GOLDEN LANTERN"

LIGHTING

POWELL STREET IMPROVEMENT PROJECT





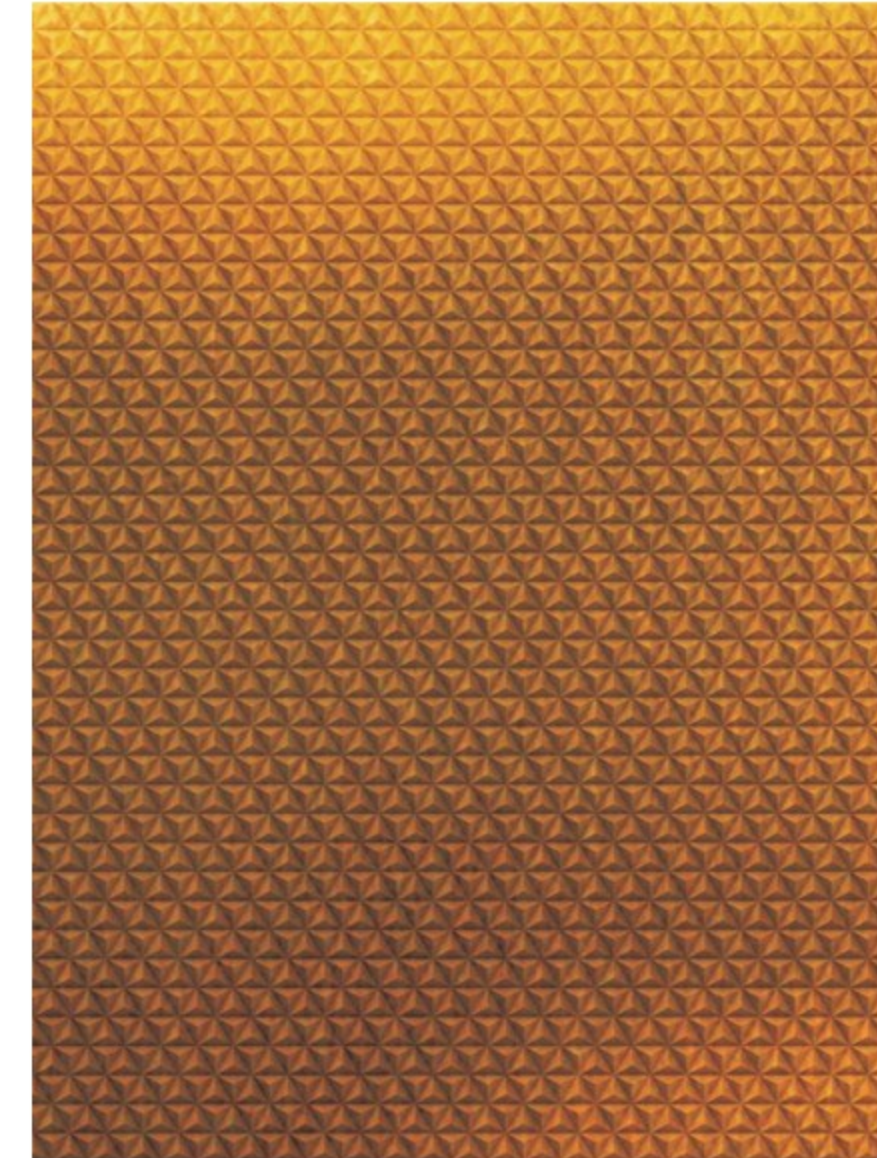
Market Street Red Brick



Grey Brick



Sparkle Concreate



Metal Inlays

MATERIALS / PAVEMENTS
POWELL STREET IMPROVEMENT PROJECT



FURNISHINGS
POWELL STREET IMPROVEMENT PROJECT



POWELL STREET LANTERNS
POWELL STREET IMPROVEMENT PROJECT



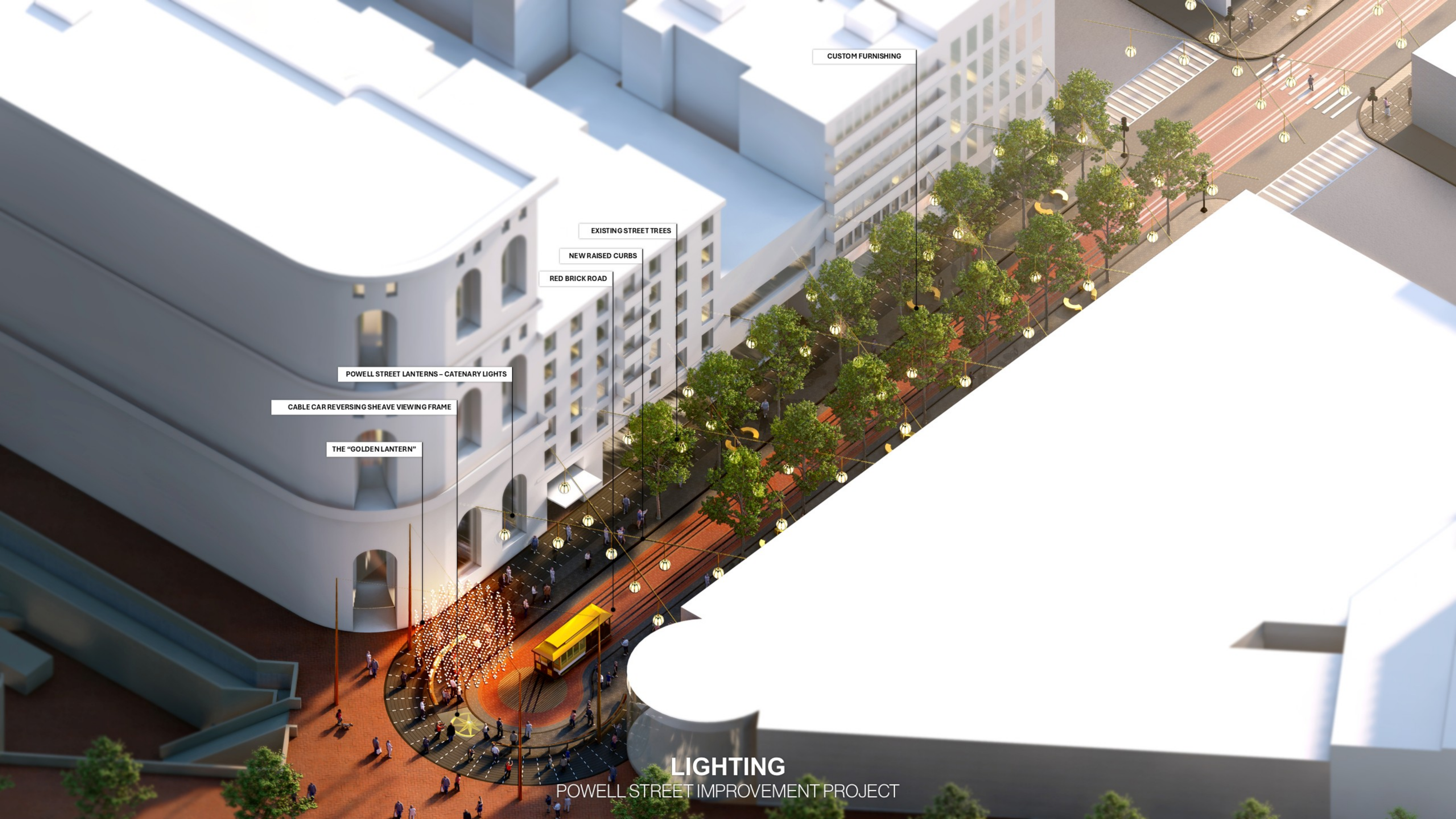
POWELL STREET TODAY
POWELL STREET IMPROVEMENT PROJECT



POWELL STREET AT ELLIS
POWELL STREET IMPROVEMENT PROJECT







CUSTOM FURNISHING

EXISTING STREET TREES

NEW RAISED CURBS

RED BRICK ROAD

POWELL STREET LANTERNS - CATENARY LIGHTS

CABLE CAR REVERSING SHEAVE VIEWING FRAME

THE "GOLDEN LANTERN"

LIGHTING

POWELL STREET IMPROVEMENT PROJECT



THE GOLDEN LANTERN
POWELL STREET IMPROVEMENT PROJECT



THE GOLDEN LANTERN
POWELL STREET IMPROVEMENT PROJECT



THE GOLDEN LANTERN
POWELL STREET IMPROVEMENT PROJECT









THE GOLDEN LANTERN
POWELL STREET IMPROVEMENT PROJECT



THE GOLDEN LANTERN
POWELL STREET IMPROVEMENT PROJECT