

**Castro/Upper Market Community Benefit District
District Identity & Streetscape Improvement Committee Meeting
March 6, 2017 Minutes**

Committee Members Present: Chair Brian Gougherty, Scott James, Peter Laska,
Shawn Vergara

Guests/Staff: Andrea Aiello, E.D., Blaine Merker, Gehl Architects

- I. **Introductions/Brown Act Minutes Approval:** Meeting called to order at 6:37 p.m. All introduced themselves, Brown Act reviewed. **Motion:** BG1, SJ2 Approve February minutes. Call for public comment, there was none. Minutes approved.

- II. **Gehl Architects and Public Space Improvement on Market St.**

Blaine from Gehl discussed their work-
Roadmap of project, short-term tactical to long-term strategies
They have a unique approach - lots of people can help with vision, focus here is approach
Life first, then space, then buildings
Focus on streets - 80% of open space in SF is streets
They look at Public life, public space survey — FOCUS ON DATA
Social scientist + designers on staff (multi-disciplinary team).

People are drawn to environments that make us comfortable + where you can watch other people
Public life = optional activities
We should optimize for optional activities to create public life

Watch people before you ask them. How are they using the public space?

Measuring public life
Counting of actions on street, moving, walking, cycling, ages gender
Test walks
Measure people staying in a location - is a place sticky?
Facade qualities

Protection, comfort, then enjoyment

END GAME

Collect data to tell stories to get people to make the space better
I.e. Time Sq - 10% drivers vs. 90% pedestrians, flipped for space

Strategy + tactical interventions (like acupuncture)

Gehl in SF
Market Street Prototyping
Civic Center Public Realm Plan
Jefferson St. in Fisherman's Wharf
Downtown Berkeley

III. Public Comment

There was none

IV. Adjourn

Motion (BG1, SJ2) To adjourn, call for public comment, there was none. Meeting adjourned at 7:20 p.m.

Minutes taken and prepared by Andrea Aiello
Approved August 2017