a placeholder for a more permanent development
a response to an initiative from the San Francisco Mayor’s Office (MOWED)
located in San Francisco’s Hayes Valley neighborhood on city owned vacant lots
- both lots currently city owned land
- 5 year lease (3.75 years left)
- lot K is a Redevelopment Agency site

- lot L will be put up for auction to private developers
+ water + sewer brought to site (~$15,000)
+ Mayor’s Office paid city development fees (~$10,000)
+ assistance provided in garnering approvals (staff time)
+ assistance provided in introducing potential stakeholders / vendors
Loma Prieta Earthquake
October 17, 1989 • Ms 7.1

Seismogram recorded at the U.S. Geological Survey, Menlo Park, CA from a UC-Berkeley instrument located in Columbia, CA.
proxy: octavia lots K+L
menu of programmatic components

arts + entertainment

outdoor cinema
Regularly scheduled movies will be projected in the courtyard visible both inside and on the outer facade of the structure.

opportunity for live music
A stage area will be provided to host live music events.

art installation zone
A designated area will be made available to artists interested in exhibiting large-scale modern installations.

envelope

retail
pop-up stores
A retail shell that will be made available for a limited period of time. Retailers can experiment with new types of stores and shopping experiences without the commitment of a long-term lease.

anchor retail
A combination of enclosed and partially covered spaces to develop a comprehensive retail experience.

community
living room - community meeting place
An accessible venue for social gatherings, community meetings, forums, activities and workshops.

temporary bathrooms
modular furniture
A series of components designed to be arranged in an infinite number of ways to serve a variety of needs ranging from individual to group activities.

farmers market (linden alley)
A regularly scheduled farmers market in Linden Alley.

dining

dining room - space for hire
A private event space that can accommodate large groups as well as intimate gatherings. As a platform to host dinner parties, wedding receptions or tastings, this space fills the need for urban dwellers to entertain beyond the limits of their residence.

chef for hire
Local new and experimental chefs will show off their skills for a culinary audience.

food carts
Independent vendors will be invited to sell food for events or on a reoccurring schedule. Their footprint is minimal and they are completely self sustainable.

food trucks
Food trucks will be invited to pull in and plug in for a limited period of time. A rotating group of chefs will serve food from local farms and producers.

transportation
zip car electric car plug in
Designated parking spaces with outlets to recharge a fleet of Zip Car electric vehicles.

bike storage
bike kitchen
A do-it-yourself bicycle resource run by volunteers. Classes, programs and tools for maintenance available on site.
FOOD
RETAIL/BRAND
SOCIAL/EVENT
ART
FOOD
RETAIL/BRAND
Phase 0

Lot K: Day Rate Parking + City CarsHeare + Zip Car
Lot L: Vacant
PHASE 1
LOT K: CITY CARSHARE + ZIP CAR + FOOD GARDEN + SUPPORT PROGRAM
LOT L: VACANT
PHASE 2

LOT K: CITY CARSHARE + ZIP CAR + FOOD GARDEN + SUPPORT PROGRAM
LOT L: BIERGARTEN + ROTATING FOOD TRUCKS
PHASE 3
LOT K: CITY CARSHARE + ZIP CAR + FOOD GARDEN + SUPPORT PROGRAM
LOT L: ART GALLERY + X-HOUSING + BIERGARTEN
PHASE 4
LOT K: ROTATING STOREFRONT + EVENT / PLAY SPACE + GALLERY + ROOTED RETAIL + FOOD GARDEN
LOT L: BIERGARTEN + ART GALLERY + EXPERIMENTAL HOUSING
2012: proxy_EAT_rotating chef with
proxy_ART proceeding with private donations
grant finalist for programming thru
seeking funding for proxy_STOREFRONT + EVENT/PLAY

proxy will be a part of the United States Pavilion at the 2012 Venice Architecture Biennale in the exhibition: “Spontaneous Urbanisms”
WHY IT MATTERS:
Transforming underutilized sites into programmed uses that meet the needs of the place they are located.
WHY IT MATTERS:
Creation of destinations through unique programming.
- unique destinations drive press coverage
WHY IT MATTERS:
Changing Land Values
- changing perception of what is possible on a certain site
- increases value on the site + adjacent sites
- increasing tax revenue (over time)
WHY IT MATTERS:
Business Incubator
- creating a place that has a lower threshold for entry for small businesses
- a way to nurture local talent and entrepreneurs
- possibility for more tax revenue to the city
WHY IT MATTERS: Fostering Community Stakeholders
- getting local developers, architects, business people, artists and performers to invest themselves in their communities.
WHY IT MATTERS:
Cultural Development
- bringing art, culture (movies, performance) or civic amenities to the community at a low level of investment to stakeholders
TEMPORARY
KUNSTHALLE
BERLIN
FLOATING POOL: PARIS
URBAN BEACH: BUDAPEST
URBAN BEACH: PARIS
URBAN BEACH
VANCOUVER
The design creates a sequence of varied...
TAKE-AWAYS:
1) temporary uses can bring an economic and cultural vibrancy to the places they inhabit.
TAKE-AWAYS:
2) vacant land, in-between spaces or underutilized sites do not have to lie fallow while waiting for more permanent uses.
TAKE-AWAYS:
3) Look closely at your cities + neighborhoods and identify underutilized spaces that have inherent potentials (city land, old infrastructure, parks, edges of natural features, private land).
TAKE-AWAYS:
4) create an open RFP process for proposals for temporary uses that activate these underutilized sites.
TAKE-AWAYS:
5) seek out stakeholders within the community to partner with: developers, architects, successful businesses, arts organizations + community-based non-profits
TAKE-AWAYS:
6) work alongside the chosen stakeholders to get temporary projects approved (Building, Planning and Fire Departments, neighborhood groups, other jurisdictional entities). Use the power of persuasion to build community and economic + cultural vitality.
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