



City and County  
of San Francisco

Economic Recovery Task Force

# Shared Spaces

**PROGRAM UPDATE**

City Planning Commission | September 10 2020

# Shared Spaces Leadership Team



**MARIA DE ALVA**  
MARKETING



**PHILLIP PIERCE**  
COMMUNICATIONS



**ROBIN ABAD OCUBILLO**  
PROGRAM MANAGER



**MONICA MUNOWITCH**  
DEPUTY PROGRAM MGR.



**MARI HUNTER**  
CURBSIDE PROJECTS



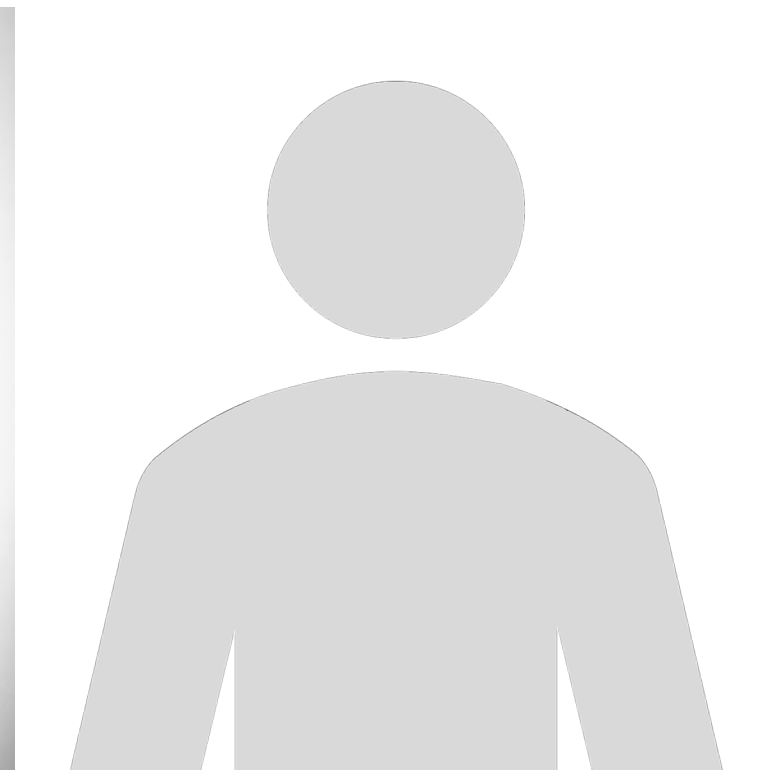
**NICOLE LINDLER**  
POLICY



**OSCAR HERNANDEZ-GOMES**  
DATA & ANALYTICS



**KAITLYN AZEVEDO**  
CERT



**MIKE LENNON**  
COMPLIANCE & ENFORCEMENT



**BRIDGET HICKS**  
ON-PARCEL PROJECTS



**NICK CHAPMAN**  
ROADWAY CLOSURE PROJECTS



**GREGORY SLOCUM**  
SIDEWALK PROJECTS



# Topics

- › Overview of Goals and Provisions
- › Snapshot of Program Statistics
- › Equity Strategy

# Program Goals

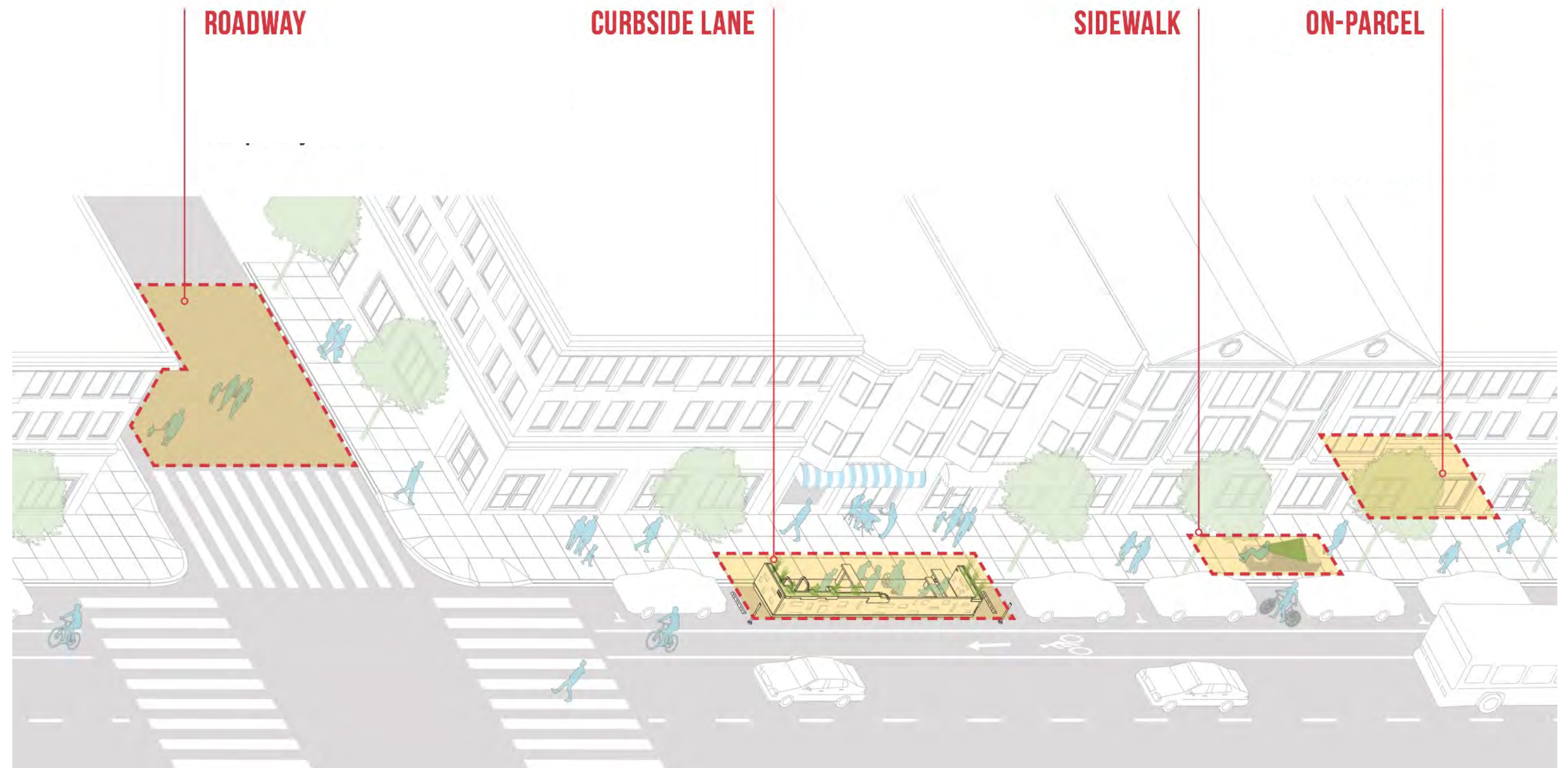
- › Shared Spaces allows local businesses to apply to temporarily use public spaces near their business to operate outside.
- › *Keep people safe by conducting business outside where virus transmission is more difficult than inside*
- › *Help businesses survive and recover after a period of extreme difficulty, preserving the economy, employment, and tax base*
- › *Contribute to a vibrant, interesting street life*



# Overview

## › Where?

- Sidewalks
- Curbside lanes
- Roadway
- Parks, Plazas, and other city-owned open space
- Open Lots

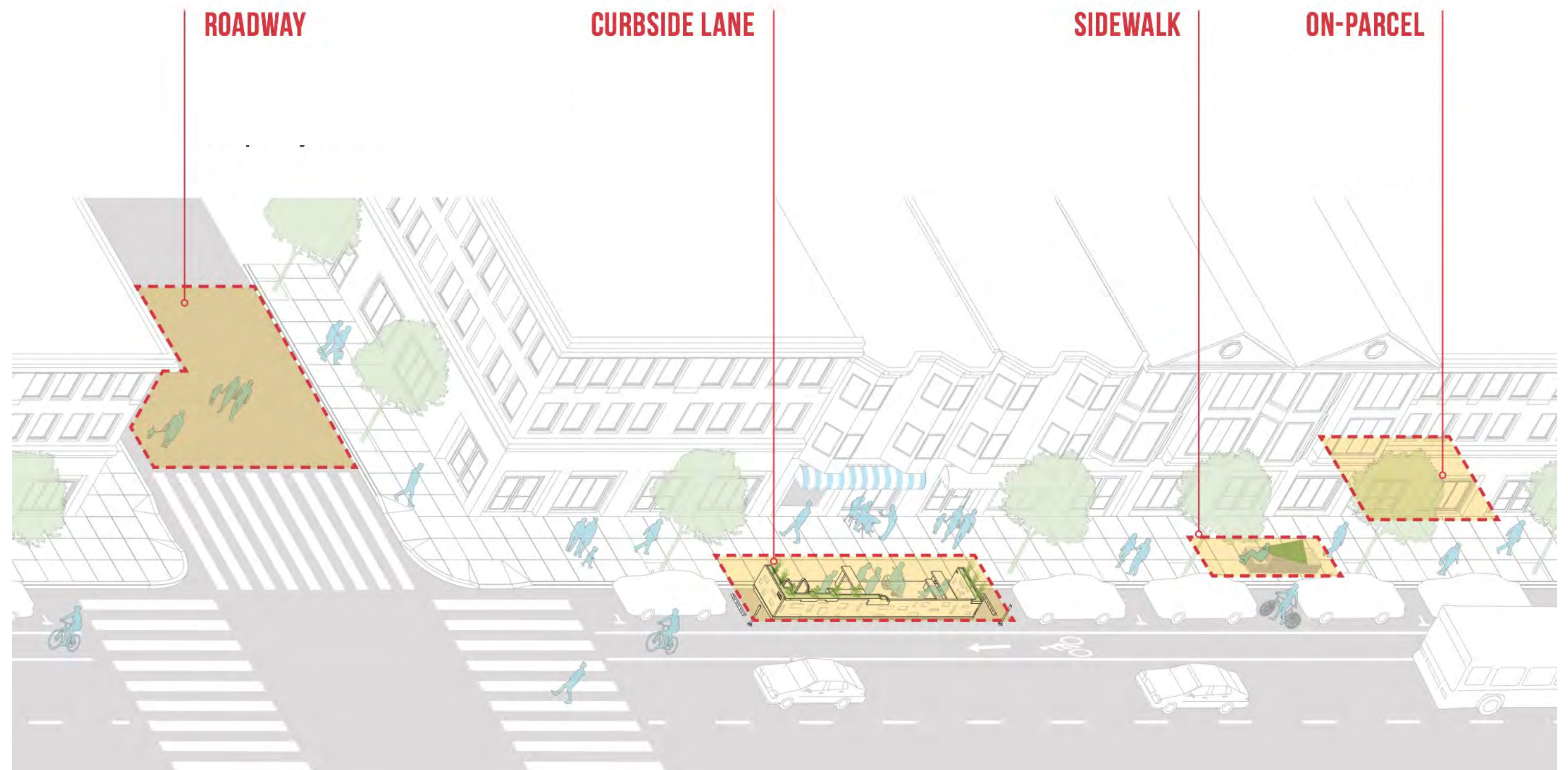




# Overview

## › What Uses?

- curbside pickup
- outdoor retail
- physically distanced queuing
- outdoor dining
- personal services





# Sidewalk



Elda: 16<sup>th</sup> and Guerrero



# Sidewalk and Curbside Lane



Panchita's: 16<sup>th</sup> Street at Valencia



# Curbside Lane



Underdogs Taco Shop, Irving at 20<sup>th</sup> Avenue



# Roadway Openings



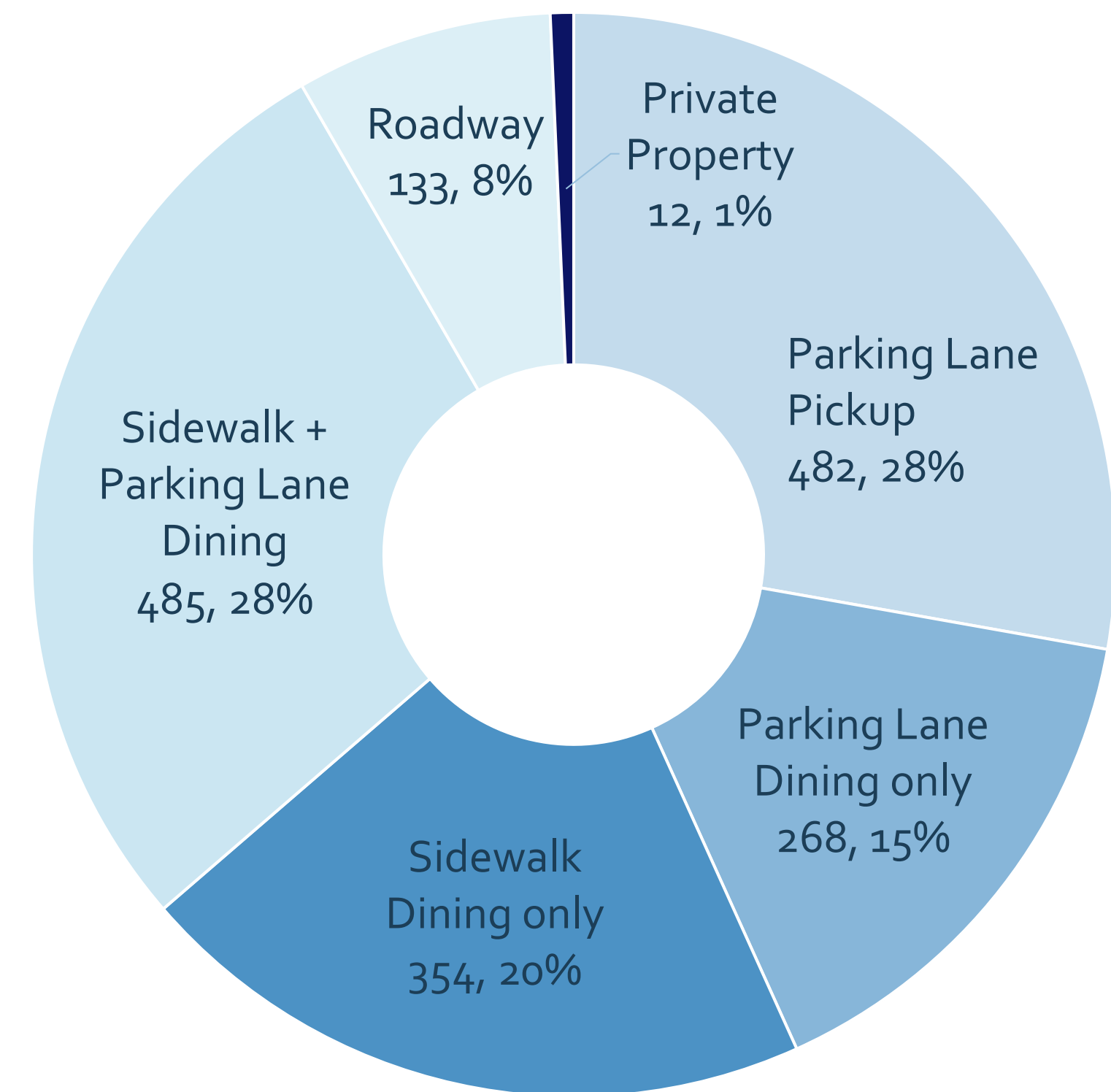
Grant Street, between Washington and California



# Shared Spaces Program Statistics

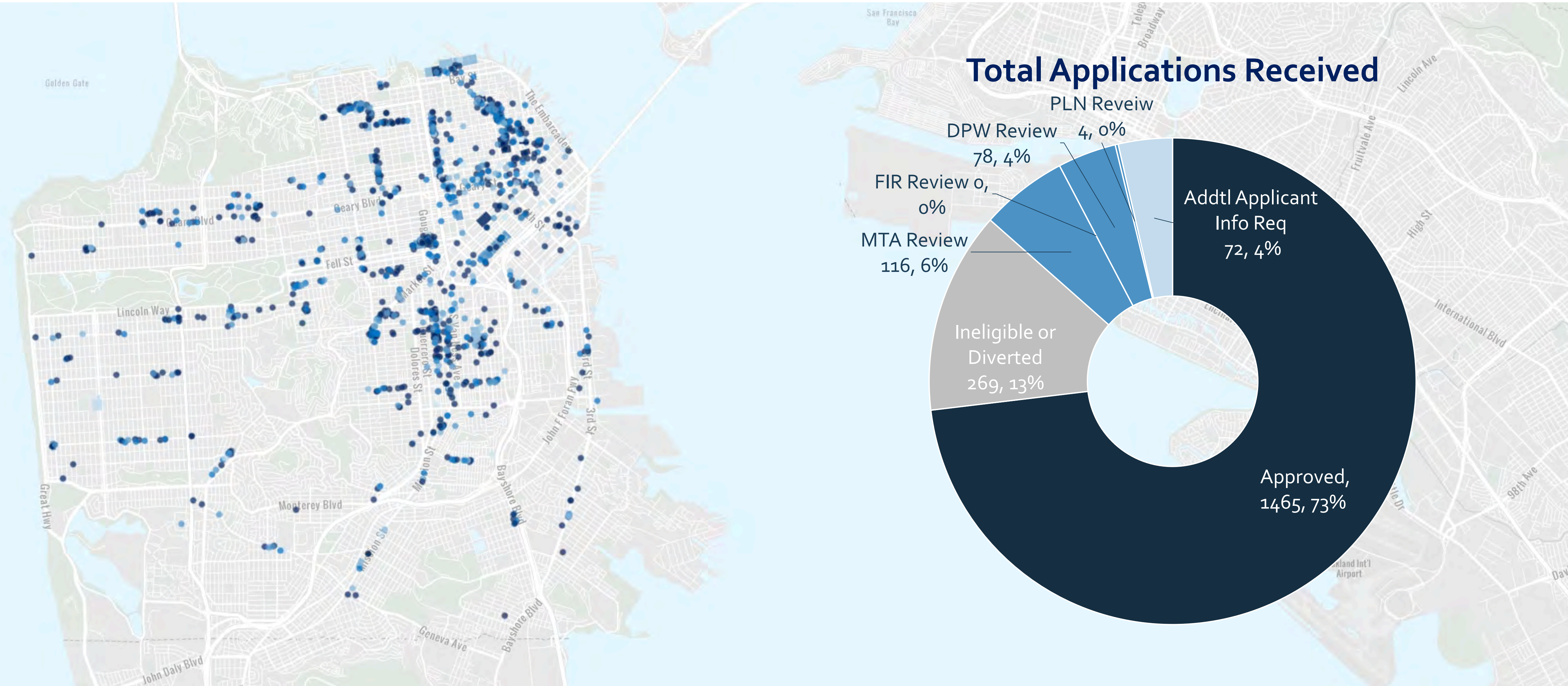
- › Over 1,900 applications received to date
- › About ~4% approvals awaiting additional documentation from applicant (e.g. neighbor consent)

## Total Applications Received



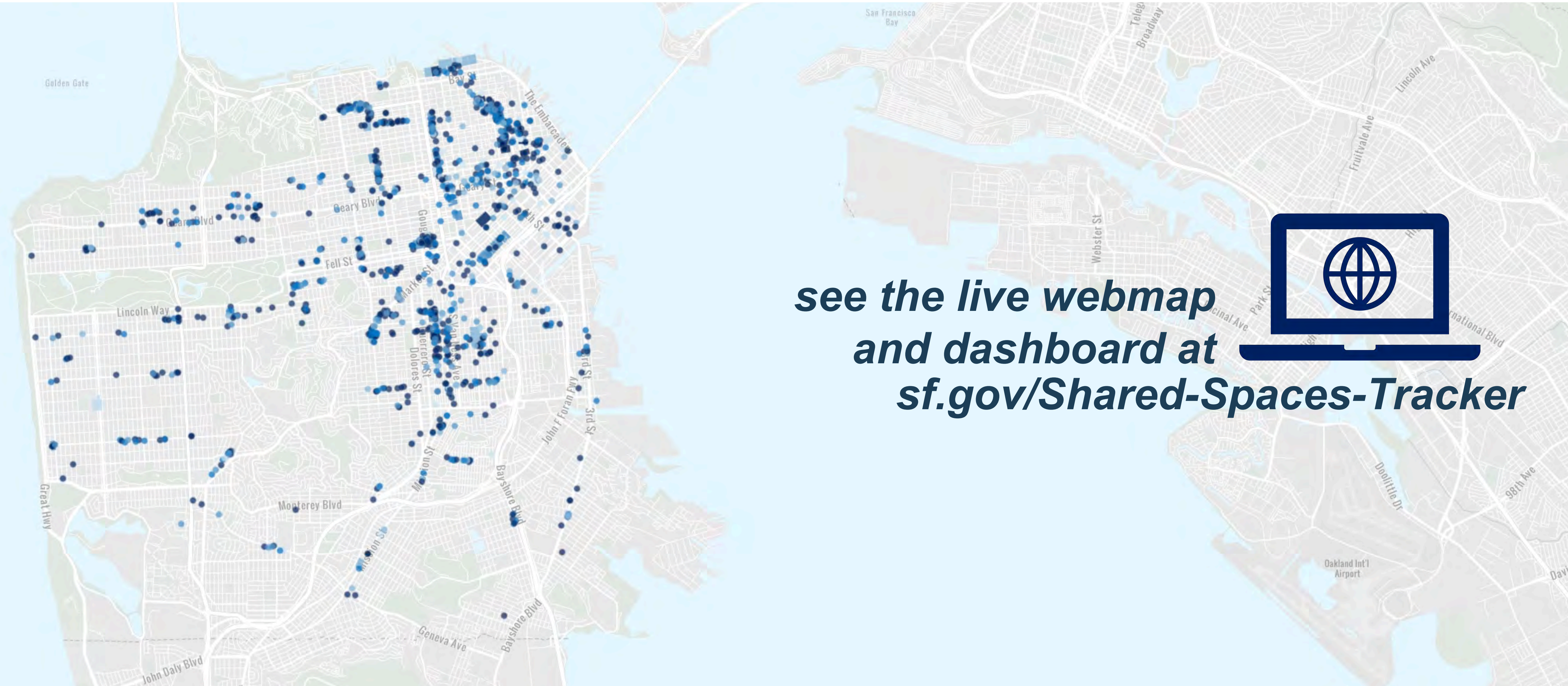


# Shared Spaces Program Statistics





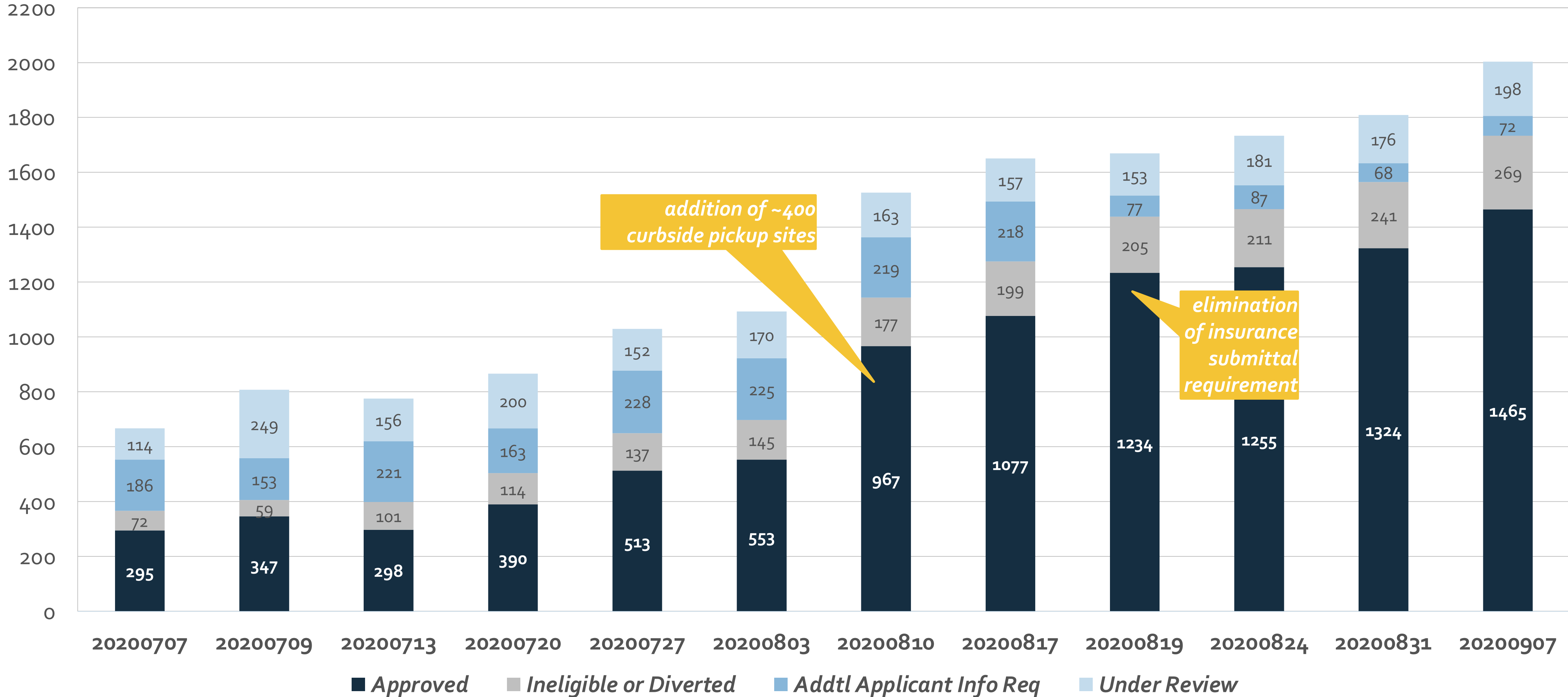
# Shared Spaces Program Statistics



*see the live webmap  
and dashboard at  
[sf.gov/Shared-Spaces-Tracker](https://sf.gov/Shared-Spaces-Tracker)*



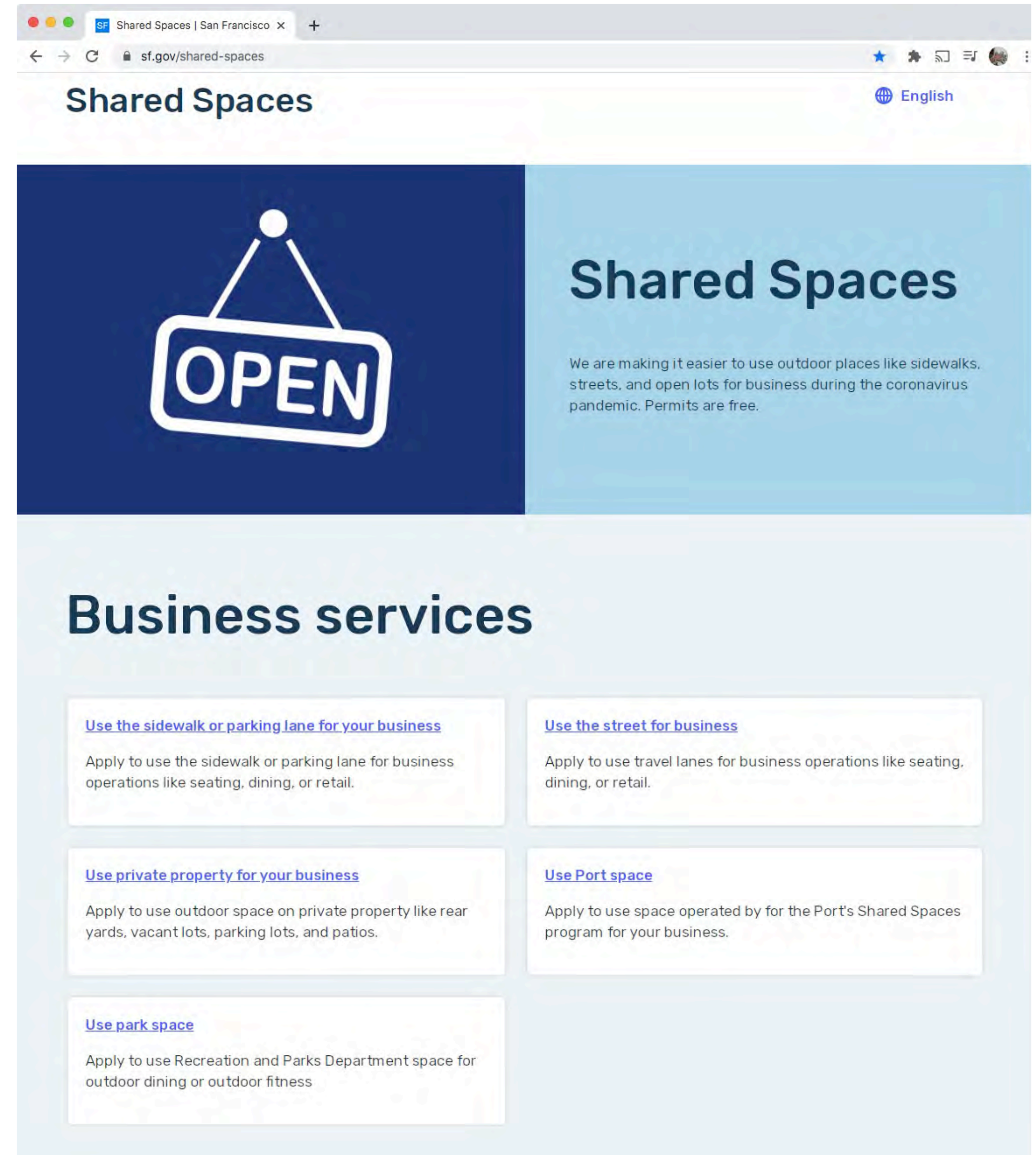
# Shared Spaces Program Statistics





# General Provisions

- › Permits will not have any associated fees
- › Application and program details available at [sf.gov/sharedspaces](https://sf.gov/sharedspaces)
- › Permits will run through 12/31/2020 unless extended





# General Provisions



- › Business is expected to:
  - Identify location(s)
  - Self certify compliance with rules
  - Provide furniture and barriers
  - Operate as Good Neighbors



# General Provisions

- › Insurance: \$1m in general commercial liability + workers comp
- › A business can occupy the sidewalk or the curbside lane in front of a neighboring business with written permission of that business owner



## Shared Spaces

Supporting San Francisco by allowing neighborhood businesses to temporarily use the sidewalk and street space for safe economic recovery

**Wear a face covering**  
Use un cubrebocas  
佩戴口罩  
Magsuot ng panakip-mukha

**Stay 6 feet apart**  
Manténgase a 6 pies de distancia  
保持六呎距離  
Panatilihin ang anim na talampakang distansya sa bawat isa

**Keep a clear path (6ft wide)**  
Mantenga un camino libre (6 pies de ancho)  
保持通暢的道路 (六呎寬)  
Panatilihin ang isang malinaw na landas

**Streets, sidewalks, and parklets must remain publicly accessible.**

Updated 7/13/2020

Để biết thêm thông tin, hãy truy cập [sf.gov/SharedSpaces](https://sf.gov/SharedSpaces)  
Для получения дополнительной информации посетите [sf.gov/SharedSpaces](https://sf.gov/SharedSpaces)  
قراي زب مق تام و ل عمل نم دي زم لل [sf.gov/SharedSpaces](https://sf.gov/SharedSpaces)

311 Reporting a problem?  
Notify business, call 311,  
or visit [sf311.org](https://sf311.org)

City & County of San Francisco  
[sf.gov/SharedSpaces](https://sf.gov/SharedSpaces)



# General Provisions

- › Enforcement is complaint driven.
- › Report concerns or issues to 311
- › Permits are temporary, can be modified and revoked at any time if permit holder does not comply, or if emergency situation changes



## Shared Spaces

Supporting San Francisco by allowing neighborhood businesses to temporarily use the sidewalk and street space for safe economic recovery

**Wear a face covering**  
Use un cubrebocas  
佩戴口罩  
Magsuot ng panakip-mukha

**Stay 6 feet apart**  
Manténgase a 6 pies de distancia  
保持六呎距離  
Panatilihin ang anim na talampakang distansya sa bawat isa

**Keep a clear path (6ft wide)**  
Mantenga un camino libre (6 pies de ancho)  
保持通暢的道路 (六呎寬)  
Panatilihin ang isang malinaw na landas

**Streets, sidewalks, and parklets must remain publicly accessible.**

Updated 7/13/2020

Để biết thêm thông tin, hãy truy cập [sf.gov/SharedSpaces](https://sf.gov/SharedSpaces)  
Для получения дополнительной информации посетите [sf.gov/SharedSpaces](https://sf.gov/SharedSpaces)  
قرايزب مق تام و لعم ل ن م دي زم ل ل [sf.gov/SharedSpaces](https://sf.gov/SharedSpaces)

Reporting a problem?  
Notify business, call 311,  
or visit [sf311.org](https://sf311.org)

City & County of San Francisco  
[sf.gov/SharedSpaces](https://sf.gov/SharedSpaces)

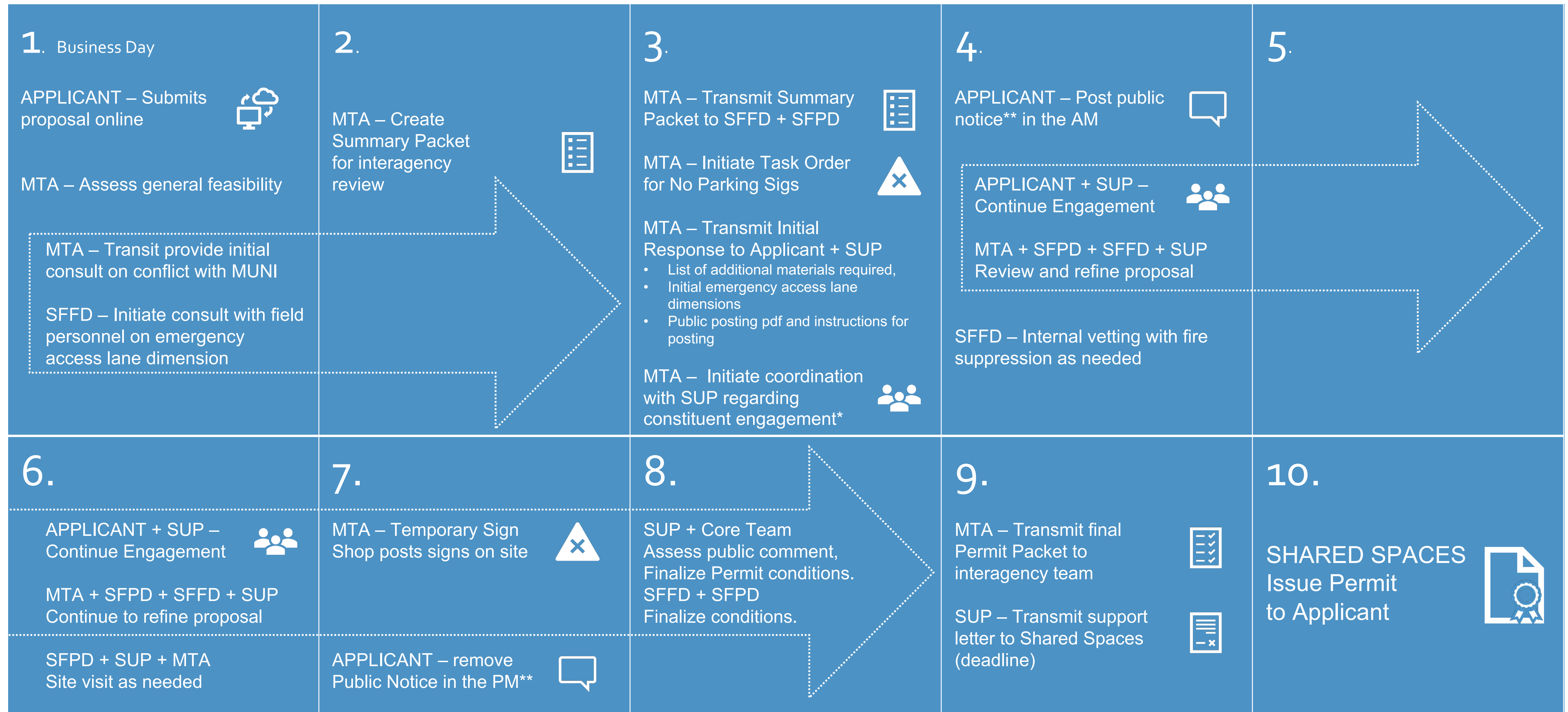


# 72 hours for Sidewalks, Curbside, and On-Parcel Projects





# 10 business days for Roadway Closure Projects



\* MTA provide link to SUP where public feedback is being collated  
 \*\* 72-hour public comment period

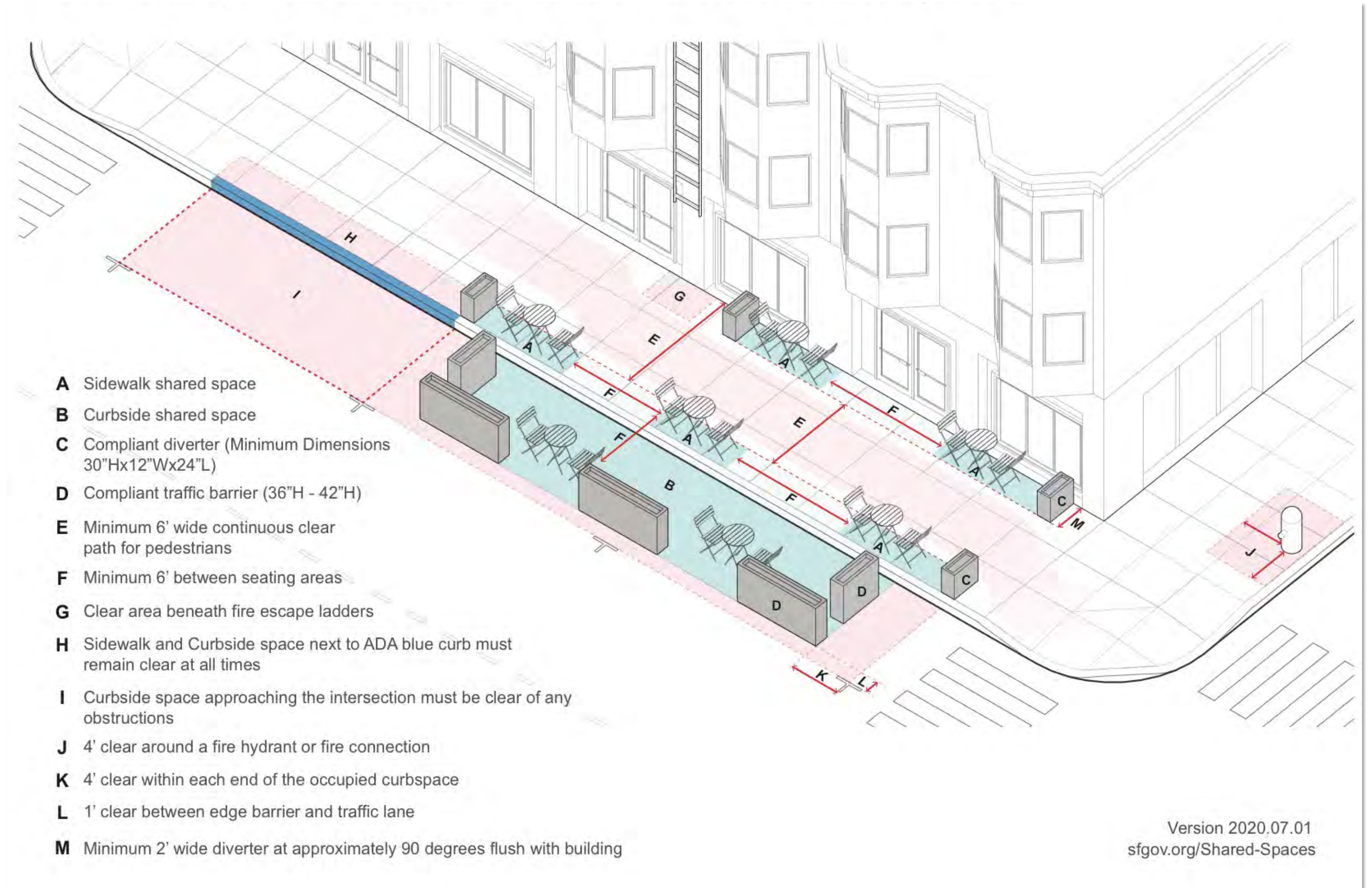


# Sidewalks and Curbside: Caveats

- › Due to the congested nature of San Francisco's sidewalks and streets:
  - Many businesses will not have a suitable sidewalk
  - Many will not have a suitable curbside lane
  - Many will not have a suitable street for closure
- › The program is designed to make as much space available as quickly as possible, but applicants need to know there are restrictions
- › Collaboration with neighbors will be essential



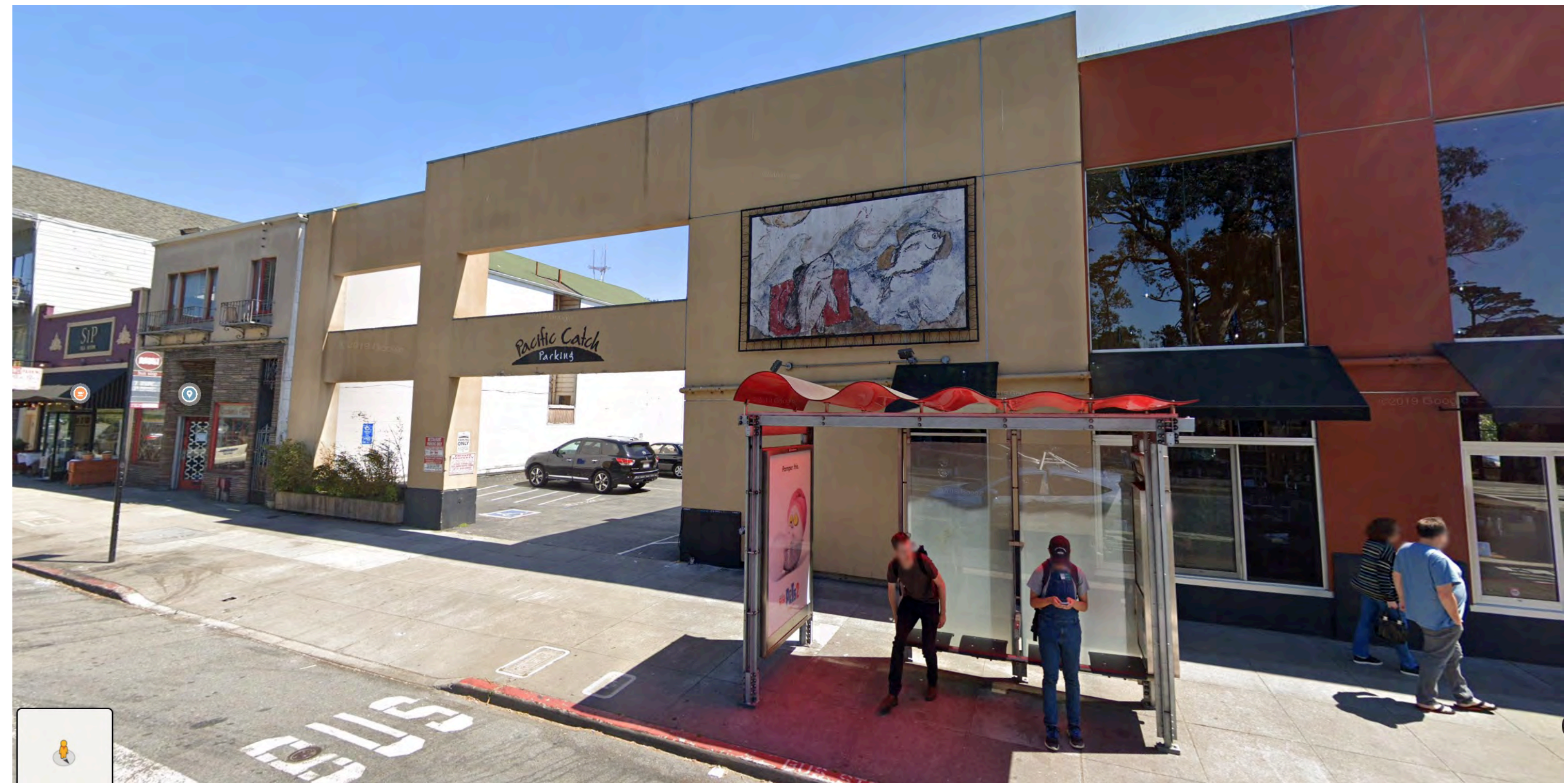
# Sidewalks and Curbside: Site Design





# Repurposing Unenclosed Areas on Parcels

- › Group of Businesses (e.g. Merchant Association, CBD) can propose
- › Requires Property Owner's consent
  - Public Agency (e.g. SFMTA lot)
  - Private Entity (e.g. surface parking lot)





# Personal Service Provision Out-of-Doors

- › DPH Developing Guidance for Personal Service Providers\* that can safely operate
  - hair salons, barber shops
  - nail salons
  - massage - in a non-healthcare setting
  - estheticians, skin care, and cosmetology

*\* Division 3, Chapter 10 of the California Business and Professions Code and San Francisco Health Code Article 29*



# Shared Spaces Equity Strategy

- › SF Planning, SFMTA, & OWED have established an **Equity Framework** for encouraging broader participation and directing limited resources to most distressed and underserved communities





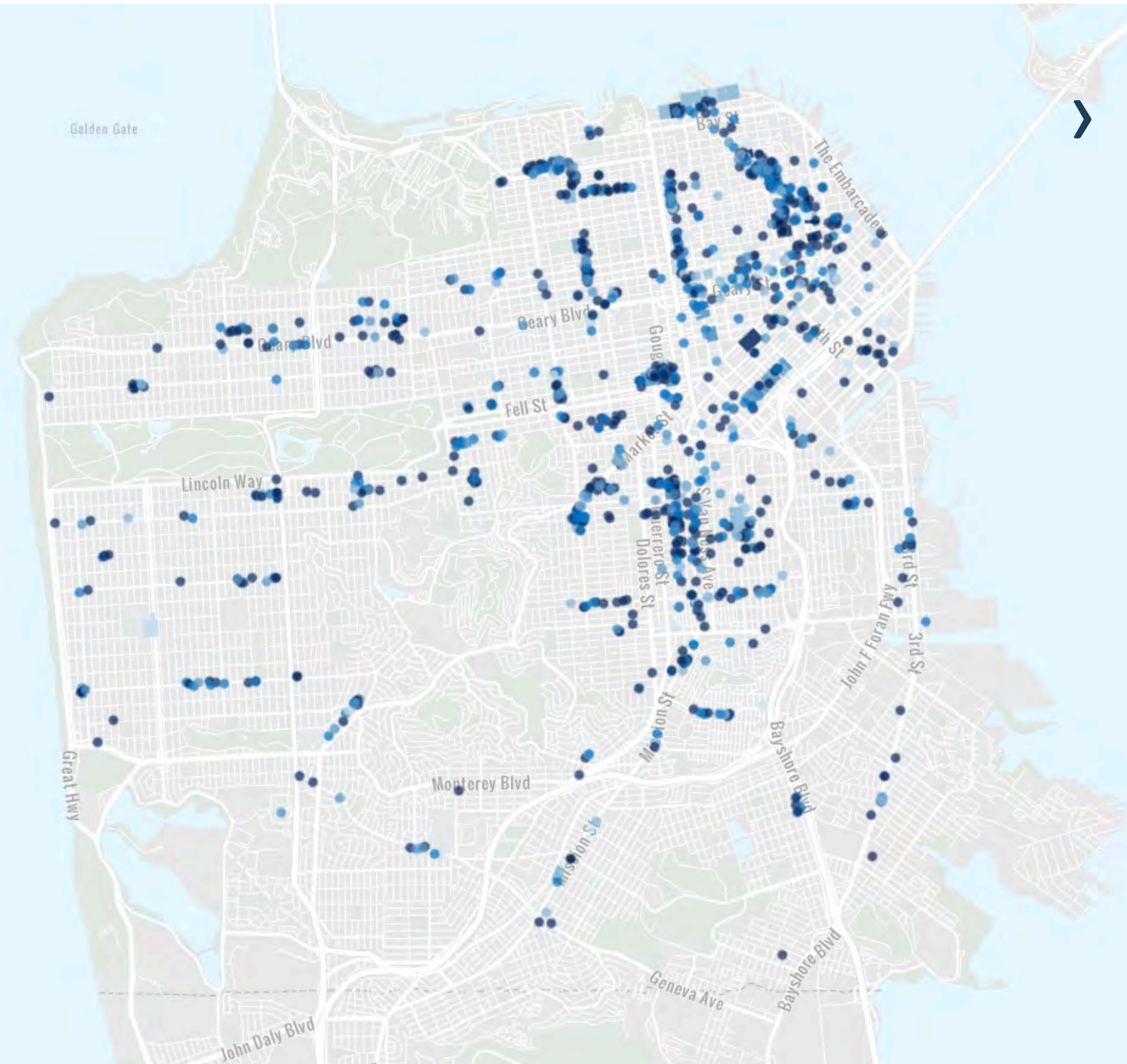
# Shared Spaces Equity Strategy

- › Project Prioritization inputs
  - OEWD 'Opportunity Neighborhoods'
  - Invest in Neighborhoods areas
  - Cultural Districts
  - MTC 'Communities of Concern'
  - SF RPD 'Equity Zones'





# Shared Spaces Equity Strategy: Projects



## › Active

- Bayview
- SOMA
- Chinatown
- Tenderloin
- Castro
- Sunset

## › Upcoming

- Mission
- Excelsior
- › Partners
- Livable City
- Bicycle Coalition
- Many others!



# Shared Spaces Equity Strategy: Next Steps

- › Multilingual outreach to reach ESL and immigrant-owned business communities
- › Funding Partnership with Livable City to deliver equity projects
- › Materials Grants
- › Impact Surveys and Reporting
  - Who is participating? Who is served?
  - What have the impacts been?



# Shared Spaces Sustainability Strategy: Goals

Scale up into a resilient and responsive Program

- › Goal: Shorten overall Application-to-Installation timeline
- › Goal: Minimize barriers to widespread participation
- › Goal: Broad compliance with Safety & Health Directives
- › Goal: Accurate and immediate tracking and reporting



# Shared Spaces Sustainability Strategy: Action Areas

	Increase Staff Capacity	Increase NGO Capacity	Streamline Procedural	Ease Regulatory	Material Resources
Minimize barriers to widespread participation	X	X	X	X	X
Shorten overall Application-to-Installation timeline	X	X	X	X	X
Broad Compliance with Safety and Health Directives		X		X	X
Accurate and immediate tracking and reporting	X				



# Typical Costs: Curbside Shared Spaces

- › 1 parking space = 1 project
- › \$5k Tables, Chairs, Planters
  
- › 20 parking spaces = 20 projects
- › \$100k Tables, Chairs, Planters





# Typical Costs: Road Closure Shared Spaces



- › Group of Businesses (e.g. Merchant Association, CBD) can propose
- › Requires Fire Dept approval
- › Staffing roadway traffic barricades not always required
- › Ambassadors Strongly Recommended



# Typical Costs: Road Closure Shared Spaces



- › Valencia Street
- › 2 city blocks
- › 4 nights / week, 5pm – 10 pm
- › \$3,000: rental of traffic barricades for 3 months
- › 5.5 FTE: site managers and ambassadors



# Typical Costs: Road Closure Shared Spaces

Traffic Barricades, Cones, A-Frames, Signage

- › 20 blocks = 20 projects
- › Buy: ~ \$60k new / \$28k used
- › Rent: ~ \$100k for 6 months



Photo Patricia Chang, SF Eater



# Shared Spaces Marketing & Communications Strategy

- › Proactive Framing, Consistent Messaging, Visual Branding
- › Tools and Techniques
  - Webinars, Website, & Technical Assistance Materials
  - Press Releases & Pitches
  - Blogs, Social Media, & Multimedia
- › [sf.gov/Shared-Spaces-Media](https://sf.gov/Shared-Spaces-Media)



Thank you!

**Questions?**

**Robin Abad Ocubillo**  
**Program Manager**

[twitter.com/SharedSpacesSF](https://twitter.com/SharedSpacesSF)  
[instagram.com/SharedSpacesSF](https://www.instagram.com/SharedSpacesSF)  
[facebook.com/SharedSpacesSF/](https://www.facebook.com/SharedSpacesSF/)  
[sf.gov/Shared-Spaces](https://sf.gov/Shared-Spaces)  
[SharedSpaces@sfgov.org](mailto:SharedSpaces@sfgov.org)