

CALIFORNIA MAIN STREET CONFERENCE

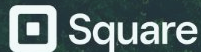
Agenda
Speakers
Info >>>



Designing a downtown neighborhood

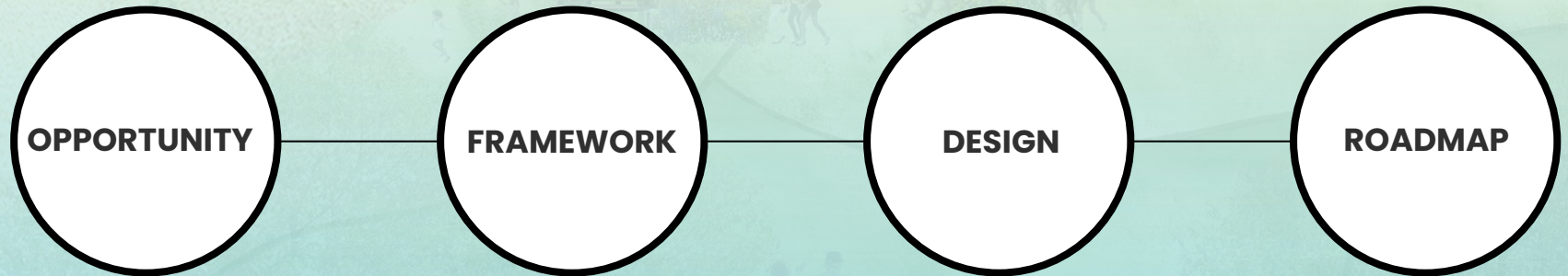
SAN LUIS OBISPO | OCT. 15-17

Stela Kontogianni, Urban
Designer + Masterplanner
San Francisco, CA



A place-based approach to transforming downtown San Francisco through the case study of Embarcadero Center

Designing a downtown neighborhood



OPPORTUNITY

The crisis -> Financial | Environmental | Social | Cultural | Morphological

The discussions -> Let's intervene, incentivize, convert, redevelop!

The gap -> How are these ideas integrated to address the city's needs?

WHY DO WE NEED
A **MULTI-SCALAR**
APPROACH?



MAIN STREET'S **4**
STRATEGIES: HOW DO
THEY CONTRIBUTE?



WHAT ARE THE
BENEFITS OF
INTEGRATED
DESIGN?

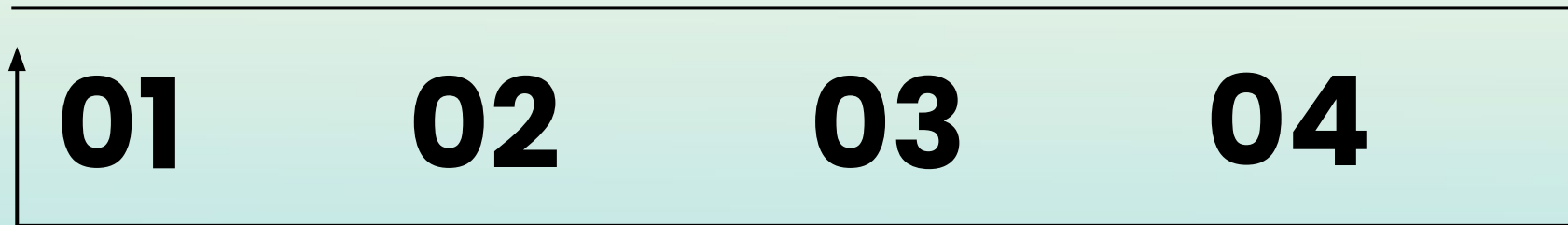
FRAMEWORK: Integrated design

**UNDERSTAND
THE CONTEXT**

**FRAME
THE VISION**

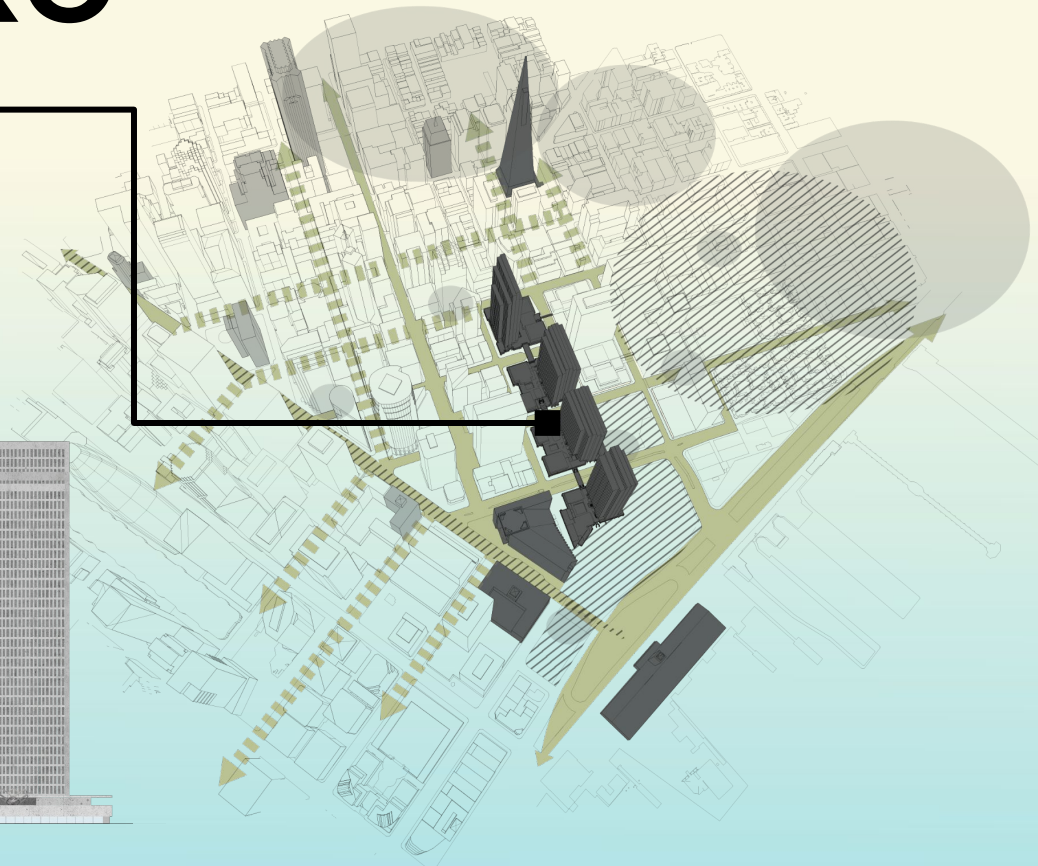
**CHOOSE
THE CATALYST**

**DESIGN BEYOND
BOUNDARIES**



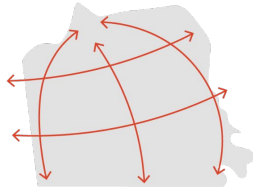
EMBARCADERO CENTER EFFECT

Stitching downtown San Francisco through the transformation of Embarcadero Center's lower levels

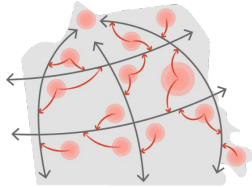


2. FRAME THE VISION FOR THE CITY

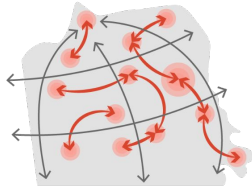
Hierarchy



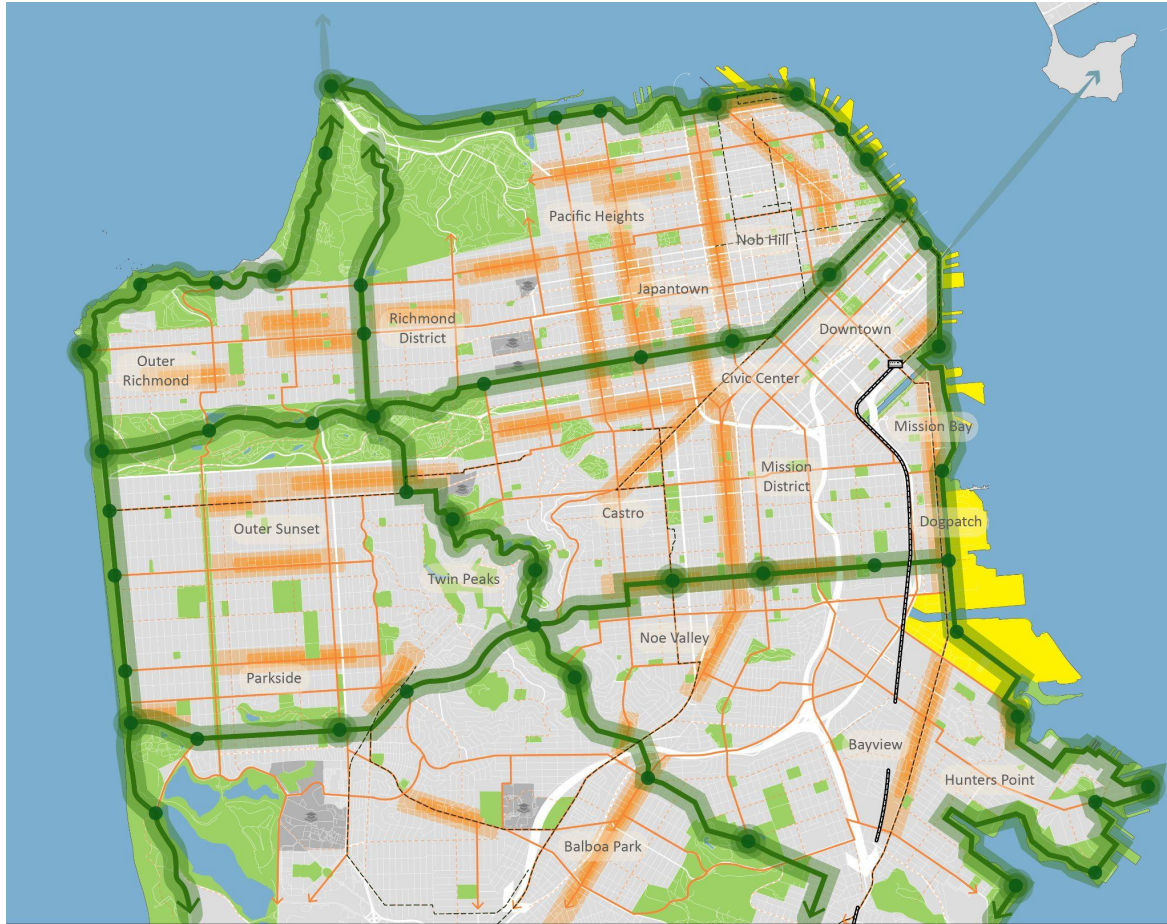
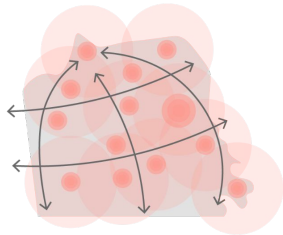
Activation



Enhanced interest



Walkability



2. FRAME THE VISION FOR THE DISTRICT

Integrated



Diverse



Human scale



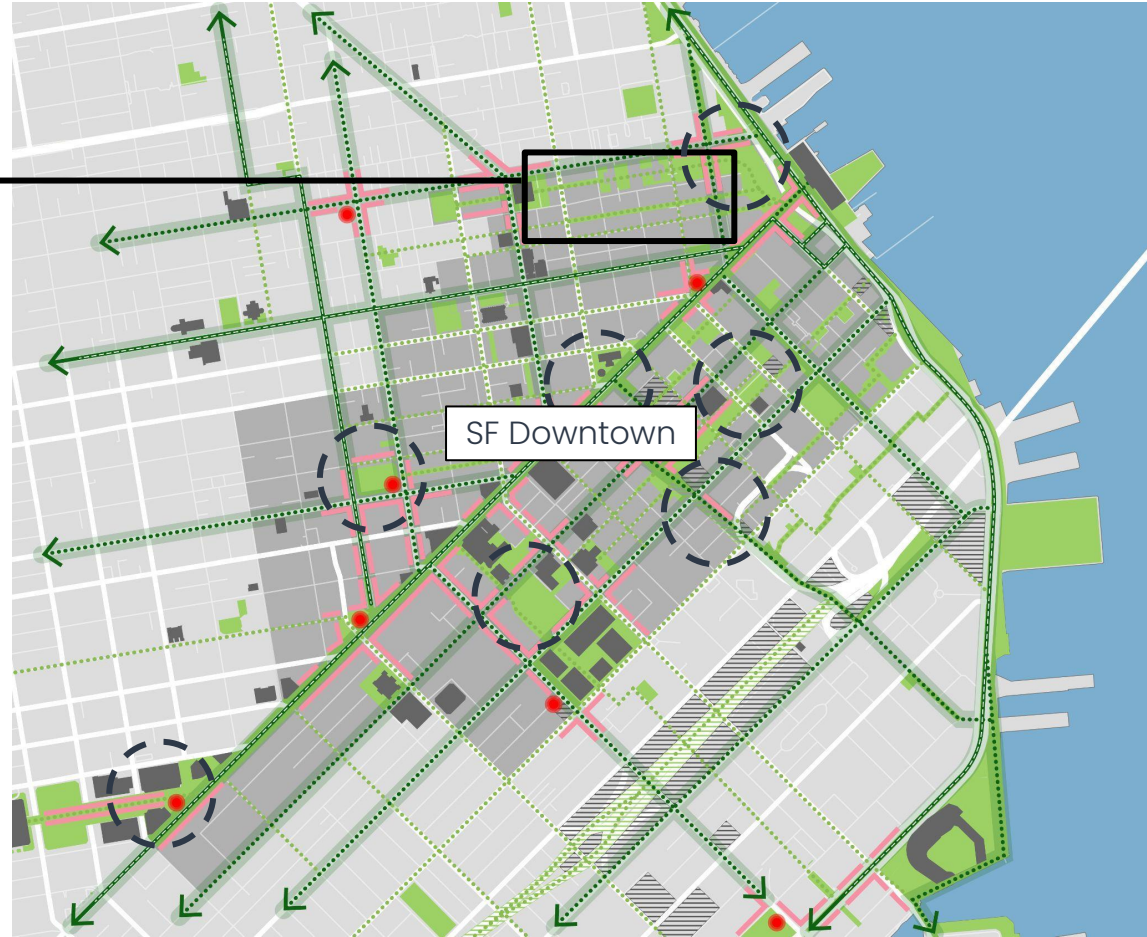
Resilient



3. CHOOSE THE CATALYST

Embarcadero Center complex

- Location
- Performance
- Ownership
- Potential



OLD CONTEXT



FORTRESS ON THE OUTSIDE



TWO EMBARCADERO CENTER

© 2022 Google



2

OLD + CURRENT CONTEXT

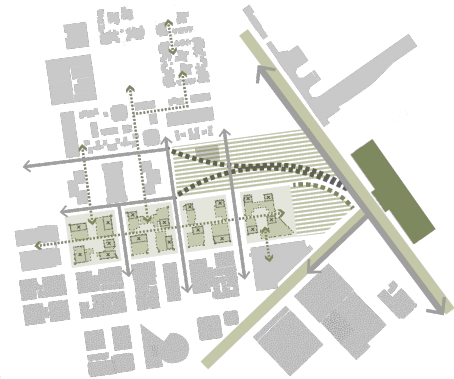


STUDY PUBLIC LIFE



1971-1991

Embarcadero Center as a connector for cars, people and surroundings



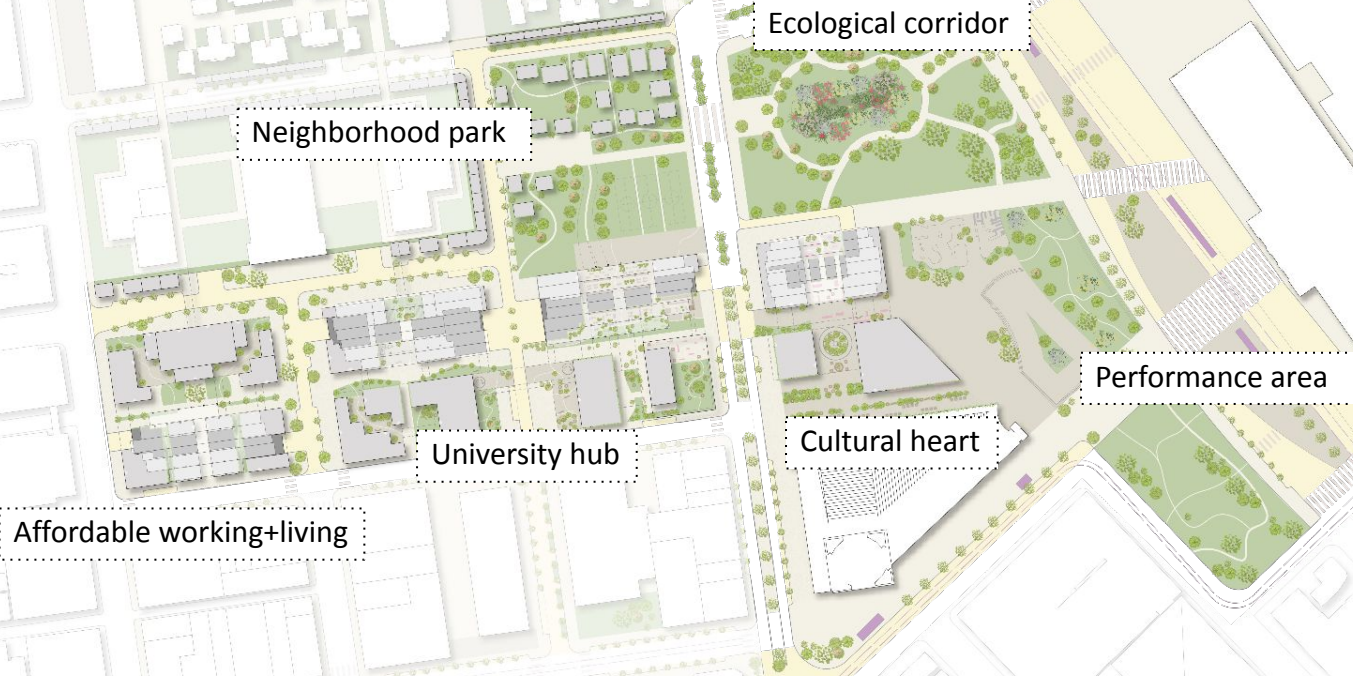
Over the years

Freeway demolition, improved waterfront, retail decline, reduced foot traffic, vacancy rates

User experience along the street



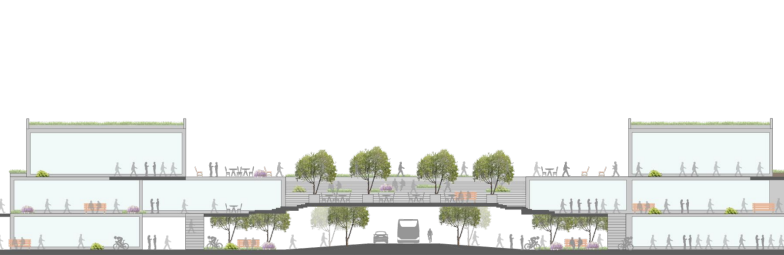
4. DESIGN BEYOND BOUNDARIES- THE NEIGHBORHOOD



Ground level plan

'BREAK' THE CONCRETE

- Porosity
- Permeability
- Views
- Nature



PLACEMAKING INTERVENTIONS

- Frame views
- Filter traffic
- Enhance enclosure
- Create neighborhood feel

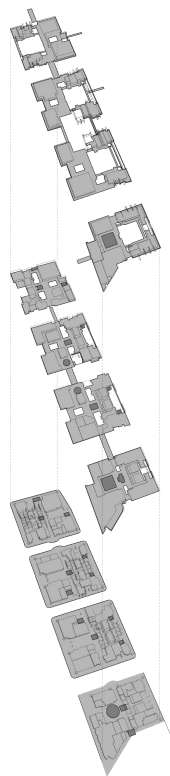


A 'DISTRICT' IN 4 BLOCKS

Existing levels

'Revised' levels

Proposed uses



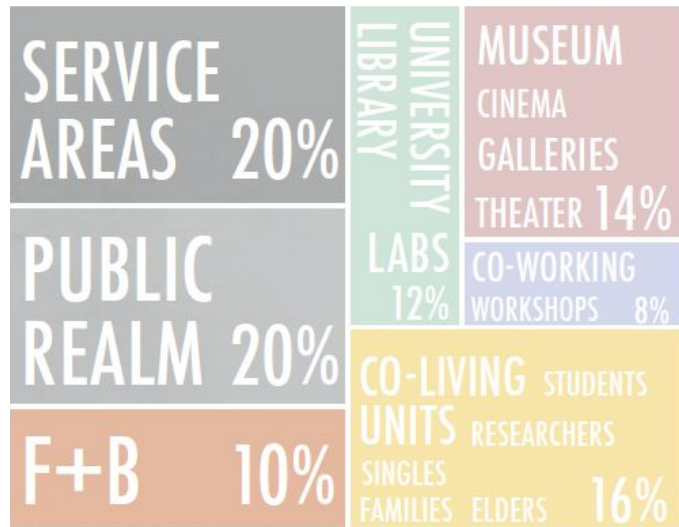
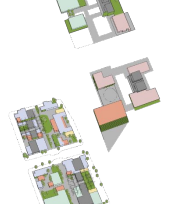
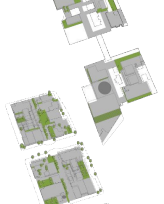
Level 3



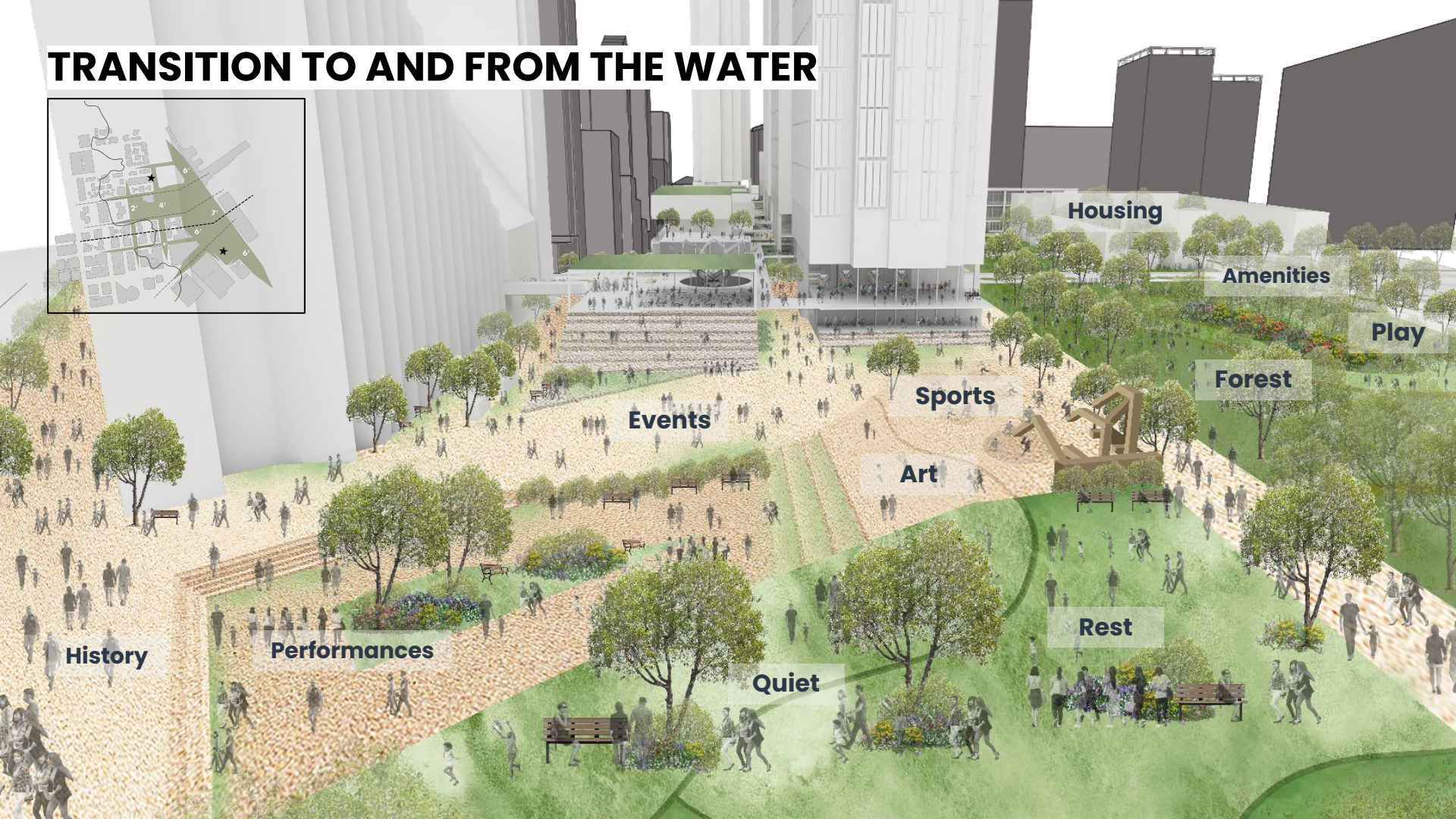
Level 2



Level 1



TRANSITION TO AND FROM THE WATER

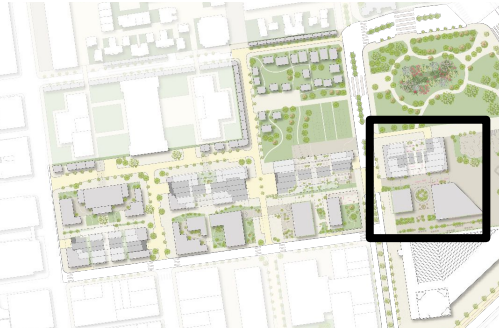


A CULTURAL HEART IN THE CITY

Active facades

Landscaped alley

Unobstructed views towards landmarks



Current condition



'Revised' plinth

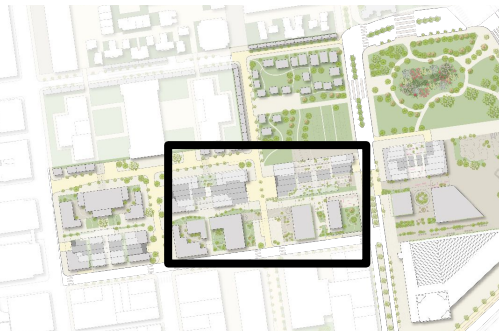
Visual connectivity between levels

UNIVERSITY CLUSTER OPEN TO PUBLIC

Mixed uses

Landscaped alley

Unobstructed views towards landmarks



Current condition

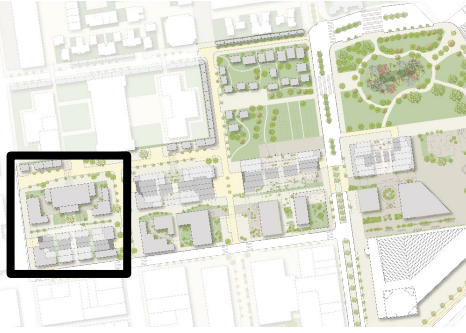


Visual connectivity between levels

LIVE/ WORK UNITS

Active facades

Revised streetscape



Current condition



Affordable work/live units

ROADMAP

Framework



Citywide

Districtwide

Regulatory tools

Guidelines

Coalition building

Smart technology



WHAT?

WHERE?

WHY?

WHEN?

HOW?



DESIGNING A NEIGHBORHOOD:

A place-based approach to revitalizing downtown San Francisco through the case study of Embarcadero Center

Questions?

Thank you