

BRAINWASH SIDEWALK PLAZA

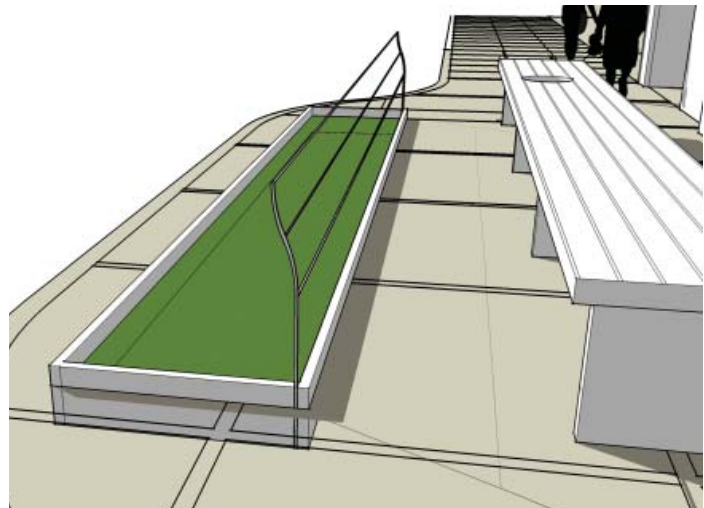
Collaboration with Public Architecture

SAN FRANCISCO, CA



Project Description

The need for public open space in urban places like San Francisco's South of Market area is not new. SoMa, as a light industrial / warehouse district, has always been home to thousands of workers as well as residents who could have benefited from such spaces. Public Architecture's SoMa Open Space Strategy proposes to reconfigure one-way streets as two-way streets, while still accommodating intensive traffic. At the heart of the plan is a proposal to make the streets more pedestrian-oriented, with generous sidewalks creating new spaces for a variety of outdoor activities and urban amenities. Sidewalk Plazas would be installed incrementally, programmed with diverse public amenities, keyed to the particular conditions of SoMa's varying uses.



The Brainwash site is the first of the sidewalk plazas and is connected to an existing and thriving cafe. The centerpiece of the design is a long "community table." The table serves not only the cafe patrons, but is open to anyone in the community, providing a much needed gathering space within the neighborhood. The design also incorporates environmentally sustainable elements. Existing trees are maintained and sustainable pavers replace the existing concrete. Rather than using traditional bollards to separate the seating area from the street traffic, is a planter providing separation, stormwater filtration and vegetation.

