

Renewing San Francisco's Economic Core

SPUR

May 24, 2022

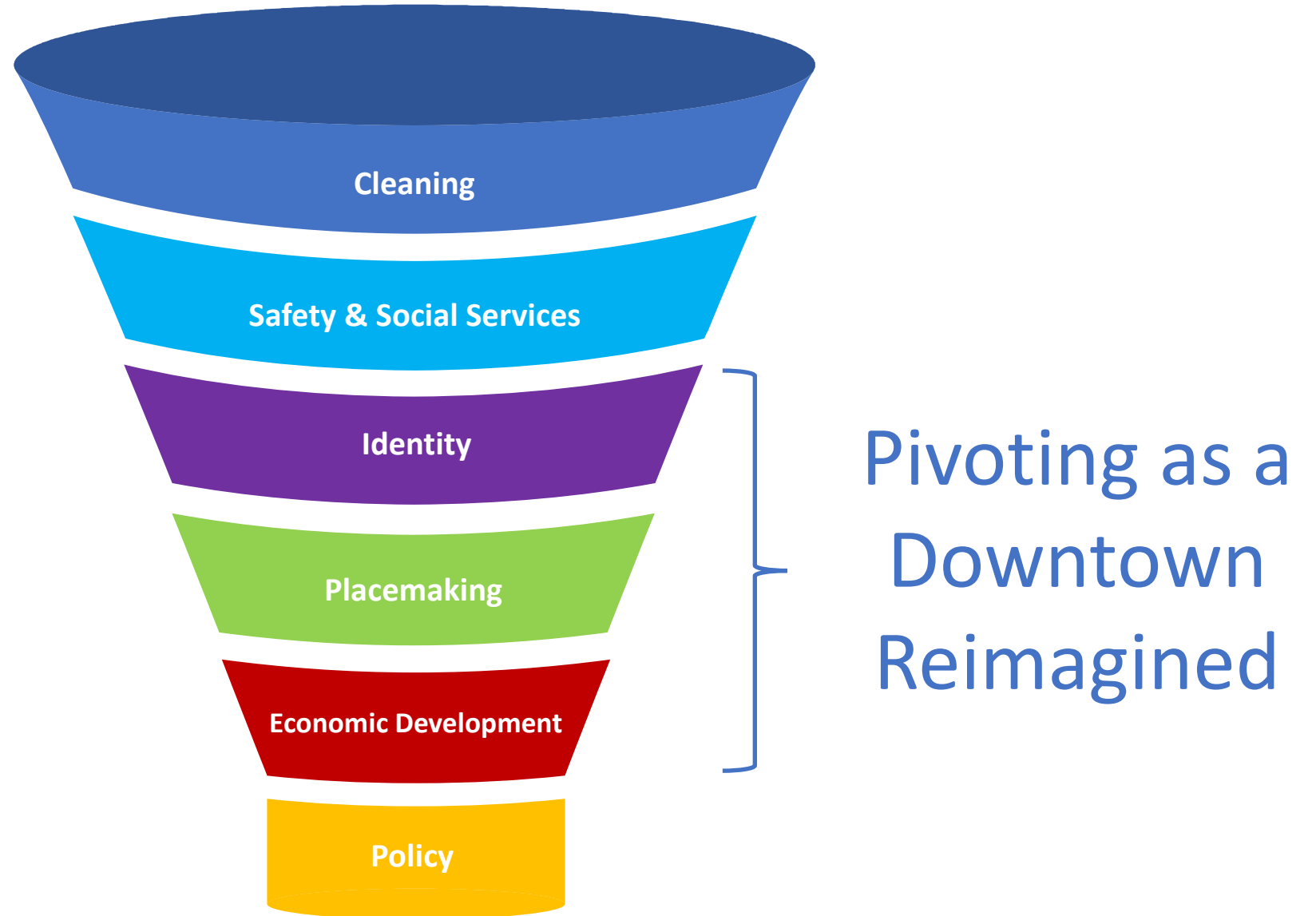


**DOWN
TOWN**
SAN FRANCISCO

DowntownSF.org

Downtown SF Must
Transform Into a
Neighborhood
Versus a District

Downtown's Hierarchy of Needs



Inclusivity Matters



SHOW OFF
YOUR
PRIDE
DOWN
TOWN

HAVE
PRIDE
IN ALL
THINGS
DOWN
TOWN

Downtown as a Canvas



**“Battery
Bridge”**

**1,900 sq ft on-
street mural**

Telling a New Old Story

A vibrant night scene of a street festival. The background is filled with colorful lights, including strings of white lights and various neon signs. A large French flag is visible in the upper left. In the foreground, there are silhouettes of people and a large circular graphic containing text. The overall atmosphere is festive and celebratory.

Bastille Day on Belden

July 14
5 – 9:30 PM

Let's Glow SF

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Downtown as a
Nighttime Destination


'Let's Glow SF': How high-tech projection mapping aims to bring people back to San Francisco

Let's Glow SF is being billed as the largest projection mapping event in the U.S.

 By Amanda del Castillo

Friday, December 3, 2021



ECONOMY BUILDING A BETTER BAY AREA
 PROJECTION ART SHOW MEANT TO BOOST BUSINESS
SAN FRANCISCO

EMBED <> MORE VIDEOS ▶

Friday the Downtown Community Benefit District, Downtown SF, kicked off "Let's Glow SF," its inaugural holiday projection mapping event.

40,000 Attendees
\$2.2M Economic Impact

SAN FRANCISCO (KGO) -- A Friday night countdown in Downtown San Francisco brought bright lights and a cause for celebration.

The [Downtown Community Benefit District, Downtown SF](#) kicked off "Let's Glow SF," its inaugural holiday projection mapping event.



Let's Glow SF Returns

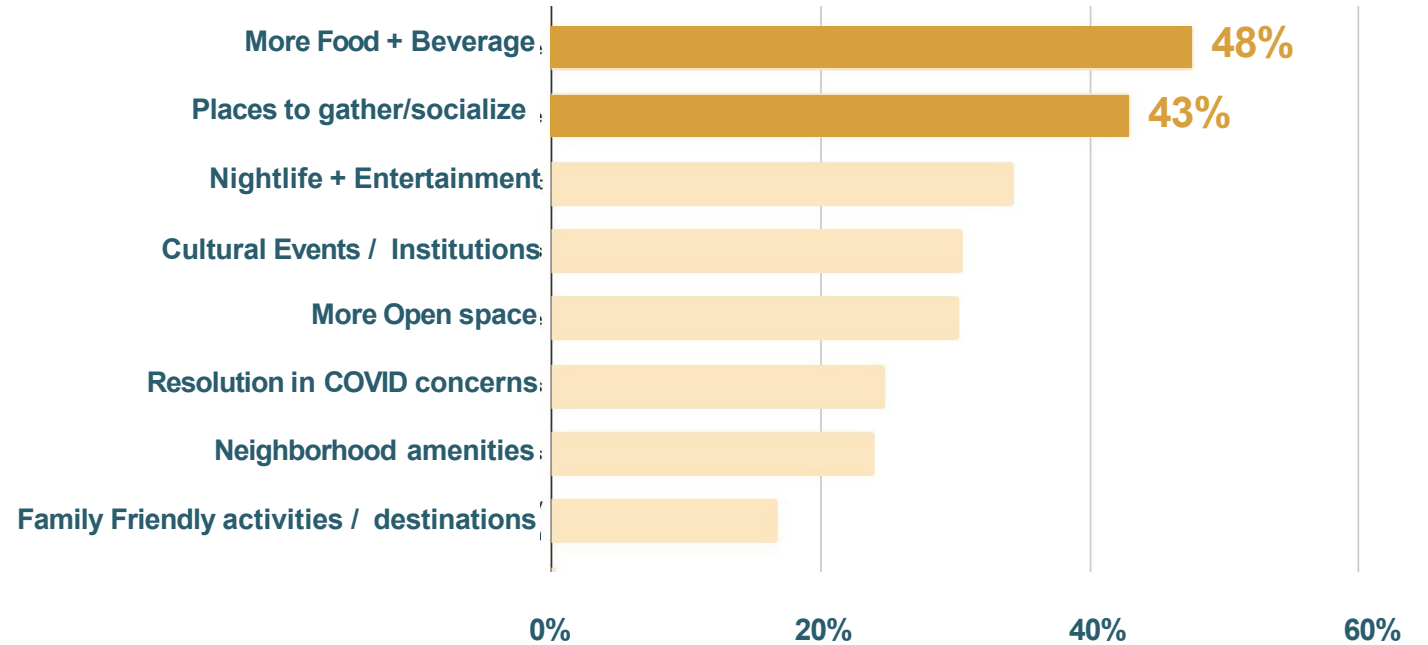
December 2 – 11,
2022

Call for Artists: June

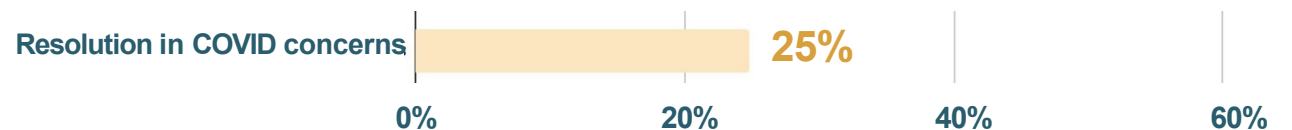
Placemaking =
Economic
Development

Besides cleanliness
and safety,
Almost half of
workers want more
food + beverage
options and more
places to gather +
socialize.

If you **used** to work in Downtown SF (pre-COVID) but are currently working from elsewhere, what feature(s) would bring you back?



...COVID resolutions was not the top reason
for workers to return to Downtown SF



Full picture of the public realm



Streets
make up
36% of
Downtown
SF



34
POPOS
(30 at-grade,
2 indoor,
2 rooftop)

2
Public
plazas



0
Public
parks



15
laneways

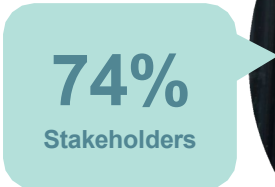
0
Slow
Streets

48
Shared
spaces
approved



Online Survey Findings

People want to see more **active ground floors, outdoor seating, and greenery** in the public realm



Art and events were also popular improvements for the community

Stakeholders: Refers to Downtown SF property owners & managers, and businesses
Community: Refers to SF residents



Downtown Reimagined

Rebrand Coming Soon!

Downtown SF
Reopening Dashboard
is LIVE

DowntownSF.org/Reopening



Thank you!

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