

WEBVTT

13

00:00:39.580 --> 00:00:43.110

SPUR Public Programs: Hello, everyone. Welcome.

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00:00:43.500 --> 00:01:03.280

SPUR Public Programs: My name is Erica Pinto, and I am spurs, and as a planning policy manager, Thank you so much for joining us today. If you are a member, thank you very much for your support. If you are not a member, I encourage you to join to support spurs, ongoing work and using education, policy, analysis, and advocacy to make our cities and region more prosperous.

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00:01:03.280 --> 00:01:20.750

SPUR Public Programs: sustainable, and equitable places to live. Your financial support enables us to continue our work, including the hosting of programs like today's, you can find more information about membership online@for.org slash join, and so I will in a moment introduce

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00:01:20.900 --> 00:01:31.140

SPUR Public Programs: the people who brought us here today, Chris and and Julia. But I wanted to give a little bit more background of today's event, which is called common ground, remaking the ground floor

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00:01:31.670 --> 00:01:43.120

SPUR Public Programs: in the spring of 2,021. The California College of Arts held an advanced urban studio class to re envision the ground 4 for the post, 2,020 city.

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00:01:43.200 --> 00:01:48.980

The studio sought to explore strategies for reclaiming the urban commons in the post pandemic city

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00:01:49.010 --> 00:01:57.020

SPUR Public Programs: and generated research that resulted in the new book. Common ground Project for the Post Retail City. Remaking the ground floor.

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00:01:57.220 --> 00:02:12.090

SPUR Public Programs: This work came to our attention as an important reimagining of the ground floor and public realms as we've worked to understand both the generational shifts and new potential for land use, planning and activation in our cities. Here in the bay area

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00:02:12.460 --> 00:02:22.040

SPUR Public Programs: Today we welcome the authors of the book, and will host a conversation about the research, the case studies, and the design proposals explored in the studio.

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00:02:22.240 --> 00:02:33.000

SPUR Public Programs: We will interrogate the future of the ground floor and social infrastructure, and learn what actionable policies, practices, practices, and partnerships could work toward a new common ground.

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00:02:33.200 --> 00:02:36.440

Our speakers today are Julia Green, from

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00:02:36.620 --> 00:02:55.460

SPUR Public Programs: from the California College of the Arts. Julia is an adjunct professor at Cca, and a lecturer at Uc. Berkeley. She leads an independent practice that focuses on community engagement and participants participatory design, advancing community, Academy partnerships for social and environmental justice.

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00:02:55.580 --> 00:03:07.000

SPUR Public Programs: Christopher Roche from Cca and Ciovara is a San Francisco based architect and urbanist, with a deep commitment to both the craft and the intellectual ambition of architecture.

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00:03:07.510 --> 00:03:18.690

SPUR Public Programs: He is co-founder and principal of studio Barra, senior adjunct professor of Architecture at Cca and Director at large, of Cca's Urban Works Agency.

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00:03:18.820 --> 00:03:33.750

SPUR Public Programs: John Bella, from Bella Urbanism and design, John is an urbanist and designer, whose work encompasses urban strategy, master plan frameworks, active mobility, and transportation public from design and public art.

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00:03:34.000 --> 00:03:39.100

SPUR Public Programs: A former partner at Gale and co-founder of rebar the creators of parking day.

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00:03:39.330 --> 00:03:46.090

SPUR Public Programs: John's passion is to create human scale neighborhoods, great streets in an inclusive, resilient public realm.

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00:03:46.170 --> 00:04:02.410

SPUR Public Programs: and Tokyo from the San Francisco office of Economic and workforce development serves as the acting director, and prior to taking on the we the leadership of the Department and with the city's Director of development, overseeing

31

00:04:02.490 --> 00:04:09.240

SPUR Public Programs: management and entitlement of large private and public mixed use Development projects on behalf of the city of San Francisco

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00:04:11.710 --> 00:04:14.720

SPUR Public Programs: I'm. Hoping and pronouncing that right. But please for me if i'm not.

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00:04:15.630 --> 00:04:30.370

SPUR Public Programs: Yeah, okay. Zoma is a Nigerian born designer based in Oakland. He works with designing justice and designing spaces. A nonprofit, whose mission is to prototype and construct artifacts that unbilled racism.

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00:04:30.760 --> 00:04:45.980

SPUR Public Programs: And last, but not least, Sujata Sh Shavastava from Spur as the San Francisco Director for spur Sujata works with stakeholders and community members to implement policies that will advance equity, sustainability, and prosperity. In San Francisco.

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00:04:45.990 --> 00:04:54.660

SPUR Public Programs: Sujata has over 20 years of experience directing research and policy analysis for cities and regions across the United States.

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00:04:57.520 --> 00:05:02.390

SPUR Public Programs: For now I will turn it over to Julia and Chris for an overview of the product.

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00:05:05.730 --> 00:05:10.100

SPUR Public Programs: Thank you so much for for introducing us. We also.

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00:05:10.860 --> 00:05:27.360

SPUR Public Programs: So we also want to to thank our community partners who are joining us today that we worked with during the studio, and I just will introduce one by one Glennis Nkahara from a Japan town task force.

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00:05:27.440 --> 00:05:35.600

SPUR Public Programs: Miss Margaret Gordon from West Environmental indicators pro pro Project.

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00:05:37.060 --> 00:05:49.970

SPUR Public Programs: Gina Bujada and Jessica, Joe c. From Equity Research team that works with Web and Marabel Ramirez from excels your action group. Thank you so much for joining us.

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00:05:51.800 --> 00:05:52.480

SPUR Public Programs: Well.

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00:05:53.390 --> 00:06:02.710

SPUR Public Programs: thank you all for coming today. We're really excited to be here, and really excited to have you all here with us in person, and

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00:06:03.050 --> 00:06:12.300

SPUR Public Programs: thank you for tolerating our somewhat unusual setup of the room. We really wanted to kind of

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00:06:12.420 --> 00:06:19.030

SPUR Public Programs: minimize the presentation part of this, and maximize the conversation part. So we

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00:06:19.090 --> 00:06:30.960

SPUR Public Programs: kind of arranged it in the circle. So up again to to meet people off. So today we're going to give a brief, hopefully overview of this 3 year Urban Design Research project

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00:06:31.260 --> 00:06:36.670

SPUR Public Programs: that is Erica mentioned. We ran through a series of studios at California College of the Arts.

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00:06:36.880 --> 00:06:39.260

focusing on the ground floor

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00:06:39.440 --> 00:06:45.470

SPUR Public Programs: of the city as a social infrastructure and a space for the protection of an urban comments.

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00:06:47.150 --> 00:07:10.300

SPUR Public Programs: We'll present the research. We covered in our studios in 3 parts. First, we'll describe the framework of the studio and its conceptual premise. and then follow it's evolving process over these 3 years, and and the methodologies that we developed and evolved along with our partners, and finally discussing some key Takeaways kind of hopefully leading into our open discussion.

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00:07:10.750 --> 00:07:22.910

SPUR Public Programs: So first to get to it. Our framework for the research spring from an interest in examining the ground floor of the city as a discreet urban entity in its own right.

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00:07:23.130 --> 00:07:30.780

SPUR Public Programs: and it reflected the tension between the kind of patchwork organization of public and private land and property.

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00:07:30.840 --> 00:07:35.610

SPUR Public Programs: And yet the need to cultivate collective space within the footprint of of the city.

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00:07:36.190 --> 00:07:47.480

SPUR Public Programs: So, as we viewed it through this lens, the ground floor itself, not in an individual building, but the ground floor of an area emerged as our specific object of study.

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00:07:47.690 --> 00:07:58.560

SPUR Public Programs: And again, not merely as a single property or site. But there's an entire spatial, political, economic, and social condition at the scale of a neighborhood or district, or larger.

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00:07:59.080 --> 00:08:17.280

SPUR Public Programs: So, by kind of cutting this conceptual horizontal slice of the city, and peering in through the ground floor allowed us to see the city, not as nearly a collection of buildings, but as a field of relationships among systems, spatial conditions, programs, and inhabitants.

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00:08:17.690 --> 00:08:31.230

SPUR Public Programs: So, in particular, we became interested in how the ground floor of the city produces support and relies on what we came to call social infrastructure, as defined by the author, Eric Kleinberg.

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00:08:31.460 --> 00:08:43.220

SPUR Public Programs: In this book seminal text for us. He defines it as the physical spaces and organizations that shake the way people interact and the physical conditions

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00:08:43.250 --> 00:08:52.500

SPUR Public Programs: that determine whether social capital develops. So our research it became based on this premise

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00:08:52.770 --> 00:08:56.980

SPUR Public Programs: that social infrastructure produced on the city's ground floor

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00:08:57.300 --> 00:08:58.640

SPUR Public Programs: is a public good

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00:08:58.730 --> 00:09:06.680

SPUR Public Programs: and a public good that cannot solely rely on market forces to provide its physical, social, and organizational frameworks.

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00:09:07.200 --> 00:09:21.700

SPUR Public Programs: Specifically, we were interested in how these social infrastructures can be cut in the sites and catalyst for a city of Commons. and we wanted to explore how these new models of cooperative economics and community organizing

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00:09:21.950 --> 00:09:30.140

SPUR Public Programs: have produced hybrid typologies which have become a source of innovation for reconfigure, reconfiguring, powdered that I'm. At it's in the city.

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00:09:31.590 --> 00:09:45.810

SPUR Public Programs: We were inspired by the emerging discourse of the urban Commons, which offered an alternative to the regimes of property and and top down planning through experimental forms of collective action and ownership.

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00:09:46.020 --> 00:09:59.810

SPUR Public Programs: We saw it particularly relevant amid the crisis of contemporary city which unfolded in front of our eyes in the mids of the first studio of the trilogy. The COVID-19 pandemic happened.

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00:09:59.900 --> 00:10:15.460

and besides the radical change of of social and spatial relationships brought by the pandemic, it also revealed deep systemic inequities that remain stubbornly persistent and even more pronounced in the transformed environment

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00:10:15.770 --> 00:10:30.480

SPUR Public Programs: and the civic andres that erupted in the summer of 2,020 was a testament to the deep frustration with this in strange status quo, and in response to this historical moment we were compelled to re-address the studio topics through equity and justice framework one.

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00:10:31.720 --> 00:10:43.760

SPUR Public Programs: So now we'll transition to the evolution of the studios right. So the first of the 3 studios began with this investigation of the retail Apocalypse as an opportunity

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00:10:43.790 --> 00:10:57.250

SPUR Public Programs: to rethink current models of commercial environments and the relationship to the public sphere, as well as a kind of alibi to question contemporary preconceptions, and I've been planning and real estate that have shaped the footprint of the modern city.

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00:10:57.590 --> 00:11:16.070

SPUR Public Programs: We started by zooming way out and learning from these kind of global precedents through a series of case studies. This is the grand bazaar in Istanbul, for instance, where public space was generated through hybrids of market and public initiatives, and operated as these really vibrant urban comments.

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00:11:16.800 --> 00:11:28.320

SPUR Public Programs: We analyze these case studies as complex urban systems defined by again both the physical conditions, but also the political and social and economic forces which we examined

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00:11:28.410 --> 00:11:33.360

SPUR Public Programs: through these lenses of what we called hardware software and org. Where

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00:11:33.590 --> 00:11:36.110

SPUR Public Programs: this analysis was in applied

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00:11:36.180 --> 00:11:46.930

SPUR Public Programs: to series of 5 sites in this first studio in San Francisco that we're either under development or facing development pressures and the hollowing out of ground floor retail accelerated by the pandemic.

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00:11:47.520 --> 00:11:52.860

SPUR Public Programs: These case studies and the side analysis, with the background for a large workshop right here at Spur

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00:11:52.960 --> 00:11:59.750

SPUR Public Programs: February, twentieth of 2020 where the students connected the game. Any of you were here, some of you.

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00:11:59.800 --> 00:12:15.670

SPUR Public Programs: with participants to develop concepts and questions that really drove their investigations through the rest of the semester. And somewhat inspired by these conversations and and and further research, we developed this concept of

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00:12:15.870 --> 00:12:29.180

SPUR Public Programs: what we call a social infrastructure investment district. which is a form of an infrastructure financing district, very sexy term these days that leverages tax increment financing within an upsalled area.

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00:12:29.360 --> 00:12:34.450

SPUR Public Programs: but to invest in ground for space, not horizontal infrastructure, but ground floor space.

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00:12:34.460 --> 00:12:50.680

SPUR Public Programs: creating and supporting social infrastructure in a holistic and equitable regime of community based management governments. This approach compelled us to rethink some fundamental notions of property and ownership, forms of governance and stewardship.

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00:12:50.810 --> 00:12:55.560

and their spatial boundaries, and the figure physical configurations of the ground for itself.

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00:12:55.990 --> 00:13:06.400

SPUR Public Programs: So, using this premise to studio focus on producing a series of projects with city by applying and adapting hybrid models, a commercial and public space.

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00:13:06.470 --> 00:13:15.490

SPUR Public Programs: and producing these kind of radical new formal proposals for a series of large development sites and existing commercial corridors in San Francisco.

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00:13:18.250 --> 00:13:25.930

SPUR Public Programs: And then the design research initiated, and the Studio Apocalypse now didn't end with the final review.

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00:13:25.950 --> 00:13:30.170

SPUR Public Programs: But transitioned into a continuous collaboration with our civic partners.

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00:13:30.460 --> 00:13:43.260

SPUR Public Programs: and in the spring of 2,021. We formed creative partnerships with 3 community-based organizations, Japan, town Task force, excels your action group and West Oakland environmental indicators project one

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00:13:43.610 --> 00:13:50.550

despite their diverse context. All 3 groups focused on revitalizing commercial corridors in historic neighborhoods.

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00:13:51.480 --> 00:14:00.760

SPUR Public Programs: Building trust with with community partners is a foundational step in developing a community participatory design process.

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00:14:00.810 --> 00:14:11.520

SPUR Public Programs: In order to do this, we seeked ways to embed the studio in existing community processes, by joining, by by joining community meetings and discussions

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00:14:12.110 --> 00:14:24.310

SPUR Public Programs: as a precursor for the studio. We worked on creating partnership agreement which was instrumental in defining the the shared purpose. Roles and expectations of the studio.

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00:14:24.660 --> 00:14:30.670

SPUR Public Programs: We approached community partners as institutional equals in

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00:14:31.030 --> 00:14:35.490

SPUR Public Programs: in in shaping the curriculum and setting the tone for the studio

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00:14:35.590 --> 00:14:48.910

SPUR Public Programs: it foregrounded. We wanted to foreground the expertise of the community through their lived experience, aiming to disrupt and dissenter the hierarchical structure of academia as a source of expert knowledge. One.

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00:14:49.060 --> 00:15:12.060

SPUR Public Programs: the studio was seen as a thought partner and technical support for existing community-led processes. mit ctl. And throughout the studio we created a various forms. And remember, this was all online. Various forms of intellectual cross pollination between the academia, community groups, public agencies, industry, professionals, and residents, 150

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00:15:12.060 --> 00:15:23.170

SPUR Public Programs: Erez agmoni in the form of a guest lectures, discussions, open participatory workshops, and one on one conversations that our community partners so generously offered to the students 101.

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00:15:23.560 --> 00:15:30.560

This engaged facilitation created a platform for multifaceted and non-hierarchical knowledge, sharing.

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00:15:30.690 --> 00:15:38.730

SPUR Public Programs: and enabled a safe space to hold difficult conversations wondering the various dimensions and forms of power

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00:15:39.210 --> 00:15:44.610

in this quote from Miss Margaret Gordon in the first studio interview.

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00:15:46.080 --> 00:15:59.690

SPUR Public Programs: and it's. Margaret reflected on the Exchange, and I will share this quote one of the things that we want you to learn to unlearn is how to be engaged with the community and our process. 150

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00:15:59.820 --> 00:16:04.520

SPUR Public Programs: from the White House to the old house, and everything in between.

101

00:16:04.630 --> 00:16:16.690

SPUR Public Programs: We wanted to give you something that you have never experienced, to start rooting yourself in and growing and sprouting to see the bigger picture. I have a vision for a bigger picture to have to educate

102

00:16:18.970 --> 00:16:38.450

SPUR Public Programs: so these alternative practices of community organizing consensus building and co- governance developed by our our that are being developed by our community partners in their own, and focusing on organizing practice became inspiring models for a reframing. Our own pedagogy in the studio

103

00:16:38.740 --> 00:16:51.530

SPUR Public Programs: mit ctl, and it shifted the Co. Focus on the studio from individualistic approach of a mastermind to a cooperative spirit of co-creation, creating a sense of coming in, and of common purpose, 150.

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00:16:51.720 --> 00:17:09.089

SPUR Public Programs: This produce imaginative projects full of hope and and empathy. For example, this project in Japan town, that their author is right there, Maria Dr. Meres, in San Francisco. He imagined the strolling, shopping mall into an interactive urban landscape.

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00:17:09.460 --> 00:17:22.410

and was oh, I'm, sorry that it's so bright. So students produced what you cannot see there. They produced a kind of graphic novels based on their stories of the residents that they engaged with 150.

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00:17:22.700 --> 00:17:37.700

SPUR Public Programs: So, moving on to third to the third studio and final kind of round, we, our teaching team was expanded to include Zoma Ida, who brought an additional critical age, one

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00:17:37.700 --> 00:17:48.680

SPUR Public Programs: of anti-racist pedagogy and afro-serialism through inspiring works of grainy summers and all of the kind you see his work on on the slide.

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00:17:48.910 --> 00:18:06.310

SPUR Public Programs: In this studio we questioned the unifying, the unifying premise of common ground, and and instead focus on the idea of uncommon as glitches, breaches, hacks, and surreal experiences of the citizens that the market neglects.

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00:18:06.740 --> 00:18:17.050

SPUR Public Programs: Yeah. We deepened our relationship with West Oakland partners through participating in community events as volunteers and engages

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00:18:17.260 --> 00:18:35.690

SPUR Public Programs: the student. The students developed in in kind of part of the studio. The centerpiece of this engagement practice was again interactive community engagement game fully developed by the students which AIM to map emotional responses of the residents 150

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00:18:35.690 --> 00:18:45.610

SPUR Public Programs: within the geography of their neighborhood, and you can see the sample. They're in a corner. It was. The game was rolled out in a community event in Hoover Elementary in West open 101,

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00:18:45.800 --> 00:18:57.530

SPUR Public Programs: and those interactions with small children and their families had a pivotal impact on students design process, providing them with an empathetic lens toward the spatial conditions in the neighborhood.

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00:18:57.850 --> 00:19:08.940

SPUR Public Programs: For example, this project by Shreya Man, Frit and the shock envisioned outer space, a temporary space activation for cultural practices and communal healing.

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00:19:09.200 --> 00:19:15.810

SPUR Public Programs: Lastly, we were excited to experiment with alternative forms of representation.

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00:19:15.890 --> 00:19:21.930

Our way to uncommon architectural language was to draw from other genres

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00:19:22.260 --> 00:19:32.520

SPUR Public Programs: also inspired a lot by Uzi, such as collage, graphic novels and newsprint which expanded our ability to tell the story behind the project.

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00:19:34.920 --> 00:19:41.670

SPUR Public Programs: All right. So, looking back at this whole 3 year arc of the project. We can just

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00:19:42.020 --> 00:19:50.310

SPUR Public Programs: try to summarize both the evolution of the approach, and some some take away in what we think of as sort of 3 stages.

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00:19:50.570 --> 00:20:10.560

SPUR Public Programs: The first stage began with just the envisioning of a new way of seeing the city. Oh, wow! That's very yellow. Okay, this sums up a new way of seeing the city through this lens of ground, the ground floor, social infrastructure, you know the the urban commons, etc.

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00:20:10.560 --> 00:20:16.230

SPUR Public Programs: And again, not only the physical space, but the social, economic, and political forces that shape them

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00:20:18.930 --> 00:20:20.220

that's trying to.

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00:20:20.600 --> 00:20:38.370

SPUR Public Programs: In the second round of the studio we re-engineered our approach to engagement through community led process and co-creation, we collectively unpacked what we would need to as professionals and citizens, to imagine, what what would we need to give up

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00:20:38.370 --> 00:20:43.100

SPUR Public Programs: in order to imagine a co-author city. And what do we need to keep

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00:20:44.010 --> 00:20:47.450

SPUR Public Programs: as a core of our professional practice

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00:20:47.590 --> 00:20:49.260

in the

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00:20:52.030 --> 00:20:53.510

SPUR Public Programs: there we go

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00:20:53.780 --> 00:21:04.750

SPUR Public Programs: and the and then, in the final stage, we allowed the radical imagination and deep listening to fully drive the project, co-creating not only the outcomes of the projects as

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00:21:04.790 --> 00:21:12.620

SPUR Public Programs: a inclusive and equitable kind of outcomes, but also the tools and the premises of design process itself

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00:21:12.800 --> 00:21:17.450

to what proposed to our proposals that are deeply rooted in people and place.

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00:21:19.010 --> 00:21:36.590

SPUR Public Programs: In the end we hope that we got at least close to achieving what we called our impossible tasks that we set out to do which was to create both meaningful and legible urban proposals. But also why fundamentally rethinking our role as architects, designers move citizens and our ways of being in the world.

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00:21:37.250 --> 00:21:39.360

SPUR Public Programs: Thank you. Thank you so much.

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00:21:45.670 --> 00:21:48.120
SPUR Public Programs: So we're going to

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00:21:48.370 --> 00:22:01.560
SPUR Public Programs: have a little discussion. But first we can. I invite Oozi to come up, and or, you know, grab the microphone because we wanted him to, you know. Maybe say just a couple of things

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00:22:07.910 --> 00:22:10.360
right? Right? Right? Right?

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00:22:11.820 --> 00:22:15.100
SPUR Public Programs: Yeah. So it was kind of serendipitous.

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00:22:15.260 --> 00:22:18.820
SPUR Public Programs: I stand up. Oh, my gosh!

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00:22:19.300 --> 00:22:21.830
Trying to hide!

138

00:22:21.910 --> 00:22:24.460
SPUR Public Programs: I will. I will go fine. Sorry about it.

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00:22:27.340 --> 00:22:29.100
SPUR Public Programs: Take 2.

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00:22:29.380 --> 00:22:42.990
SPUR Public Programs: So it was kind of serendipitous to be part to be asked to be part of this, and try to see what the third arc or could be for this, for this trajectory

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00:22:43.430 --> 00:22:57.640
SPUR Public Programs: and the first the, as we had many conversations about the previous iteration on common ground. What stuck out to me and what i'm most interested in is ways is that is the precursor kind of the

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00:22:58.260 --> 00:23:04.770

SPUR Public Programs: what you call that prequel. Yeah to to finding commonalities is recognizing

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00:23:04.860 --> 00:23:10.160

SPUR Public Programs: all the different glitches and moments in which we are presented with our humanity, and how

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00:23:10.200 --> 00:23:12.570

SPUR Public Programs: and the many faces that it possesses.

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00:23:12.770 --> 00:23:16.760

SPUR Public Programs: And maybe, if we get really good at recognizing

146

00:23:16.780 --> 00:23:19.100

SPUR Public Programs: and tuning our kind of

147

00:23:19.290 --> 00:23:26.410

SPUR Public Programs: forks to hearing that sound. We can then be more informed on how to

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00:23:27.030 --> 00:23:31.900

SPUR Public Programs: facilitate and create cultivator ground where commonalities can emerge.

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00:23:33.630 --> 00:23:35.270

SPUR Public Programs: Awesome.

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00:23:36.640 --> 00:23:38.390

Thank you. So now we're gonna

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00:23:38.600 --> 00:23:42.230

SPUR Public Programs: turn it over to Sujata, and she's going to lead our discussion.

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00:23:42.300 --> 00:23:56.270

SPUR Public Programs: Okay? Well, this is meant to be a very open conversations. What we. We've set up the room this way. So I have a couple of discussion questions, and i'm gonna direct them to somebody to start us off, and then

153

00:23:56.510 --> 00:24:07.400

SPUR Public Programs: everybody can feel free to lean in. So I guess I want to start by asking about just your general reaction.

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00:24:07.910 --> 00:24:22.380

SPUR Public Programs: Jb: i'm going to start with you just your reaction to the framework that you, Julia and Chris, presented, where the ground floor is reimaged, not. It's a reimaged, a social infrastructure. What some people call the third place right?

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00:24:22.580 --> 00:24:30.100

SPUR Public Programs: It's a community space. It's not really about businesses generating rent and revenues

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00:24:30.120 --> 00:24:42.460

SPUR Public Programs: for individual buildings, so that you know the real estate development model. What functions in a particular way? Necessarily it's more about creating those conditions on the ground so that communities can have those.

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00:24:42.940 --> 00:24:52.670

SPUR Public Programs: maybe commerce, free spaces that are more about celebrating culture, celebrating community, creating those interactions, the music.

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00:24:53.080 --> 00:25:00.370

SPUR Public Programs: So do you want? Do you want to sort of speak so? How that? How how you think of that as an urban designer and and a

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00:25:00.380 --> 00:25:02.900

SPUR Public Programs: an urbanist.

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00:25:04.530 --> 00:25:12.500

Well. I mean. One thing I wanted to say is that you know, which is really striking over the course of the 3 years at the studio

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00:25:12.530 --> 00:25:21.260

SPUR Public Programs: is how radically the global context had changed around what was happening in the ground, for I mean, I think your impulse for the studio was

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00:25:21.270 --> 00:25:28.040

SPUR Public Programs: driven by, you know, changes in demand for brick and mortar, retail and kind of downsizing the retail spaces.

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00:25:28.210 --> 00:25:32.060

SPUR Public Programs: In the course of the studio we learned that the Us. Compared to other

164

00:25:32.160 --> 00:25:43.500

SPUR Public Programs: countries in the world has, I don't know, 2 or 3 times more ground floor spaces per per inhabitant than than many other countries. So we had a there's a big problem to begin with. This was in 2,019.

165

00:25:43.670 --> 00:25:54.710

SPUR Public Programs: Your students launch into the the the the studio, and then, you know we're we're dropped into this pandemic, and and it's so striking that now all of the things you had begun to investigate I've had out

166

00:25:54.710 --> 00:26:05.720

SPUR Public Programs: have probably accelerated 10 X or more pretty amazing, and but in in in, in in response to that. I think also that the framework you were mentioning of

167

00:26:05.800 --> 00:26:18.980

SPUR Public Programs: the sort of developer driven pro private property driven. you know, demand for maximizing Roi on ground floor spaces. That model has actually really shifted for the Development Community.

168

00:26:19.150 --> 00:26:25.130

SPUR Public Programs: You know the idea that you can get a bank, or, you know, a 7 to 10 year lease in the ground floor space.

169

00:26:25.150 --> 00:26:39.580

SPUR Public Programs: and have that sort of certainty of of of of rent is no longer a reality, I think, for many, many folks around the country. And so even folks who are in this more traditional commercial real estate development arm are struggling for alternatives.

170

00:26:39.710 --> 00:26:54.470

SPUR Public Programs: and as an urban designer, I mean, you know, I I think, about the ground floor as part of the public. and so i'm always. I'm always looking for ways to decouple ground floor from a private property context, and curious about which sets of

171

00:26:54.510 --> 00:27:11.550

SPUR Public Programs: institutional actors are able to do that the best. And so I don't want to go on too long. But there is this whole range of different actors who are really taking a stab at doing this, the the one, maybe one group i'll mention actually is right here in San Francisco, and our very own Sf. New deal

172

00:27:11.550 --> 00:27:22.580

SPUR Public Programs: organization which has just launched. You probably heard in the news this vibrant to vacant approach, you know, trying to tackle that there's a 150,000 square feet of vacant space in downtown San Francisco.

173

00:27:22.650 --> 00:27:39.510

SPUR Public Programs: There's a grant program now to do pop up and activations in those spaces, which is, you know, one way to channel an alternative to private capital investment and creating ground floors to create something which can be offer opportunities and pathways. For you know, for smaller businesses, for

174

00:27:39.510 --> 00:27:56.740

SPUR Public Programs: for people who aren't traditionally have a place actually in our downtown to kind of start and launch a small business. So that's just one example of the many types of actors across different scales that are really getting into decoupling ground floor from its previous kind of role as generating Roi for that for that individual

175

00:27:56.860 --> 00:27:57.690

property.

176

00:27:59.730 --> 00:28:01.200

SPUR Public Programs: Does anybody else want to

177

00:28:01.910 --> 00:28:05.680

those of you that participated in this project. How you that!

178

00:28:06.150 --> 00:28:17.150

SPUR Public Programs: How do you think about this sort of shift, and also kind of what the potential is to to restore and repair communities that have been historically under invested.

179

00:28:25.250 --> 00:28:25.860

SPUR Public Programs: Bye.

180

00:28:26.830 --> 00:28:31.920

i'm. I'm. Jerry Tony. It's a part of the one of the first studios, Chris

181

00:28:32.050 --> 00:28:33.080

SPUR Public Programs: Jb.

182

00:28:33.160 --> 00:28:35.770

and I I think what was

183

00:28:35.850 --> 00:28:37.870

SPUR Public Programs: your opening slide

184

00:28:37.960 --> 00:28:54.660

SPUR Public Programs: actually to me is actually very illustrative of of cause. It shows where it is, and how we visualize our how the society visualized a city when it showed basically the knowledge diagram. In other words, the public space on the ground floor.

185

00:28:54.670 --> 00:29:04.360

SPUR Public Programs: and that if you look at maps of the seventeenth, eighteenth, nineteenth century right up into even in as late as the late nineteenth century.

186

00:29:04.560 --> 00:29:33.020

SPUR Public Programs: That was the way one represented a city, that one. There was an expectation on the society that the ground floor was public. There was be that, you know. It started off with like churches or religious buildings, but it's also financial institutions, major places where people would assemble, you know. But that was the way that society viewed. Looking at the city. In contrast to the way we kind of describe the city now, which is all about kind of property lines.

187

00:29:33.020 --> 00:30:01.280

SPUR Public Programs: and it's now segregated between the public realm we talk about. And then you cross over this magic line into the private realm. and God forbid that anybody who doesn't know that property has any right to say that's my property. I can choose to do what I want, or I can do nothing with it, and that's a detriment to the city. So there's a mindset that needs to be changed. And and Jb: you were saying about like with the real estate community and the ground floor.

188

00:30:01.620 --> 00:30:10.090

SPUR Public Programs: I mean it's it's absolute certain now. I mean the ground floor. You're not going to get your chase man out and bank or something in there. You get your Starbucks. That's that's gone.

189

00:30:10.350 --> 00:30:21.450

SPUR Public Programs: and it's how do we bring? How do we resolve that dichotomy between the private property owners? And there the way they visualize the ground floor.

190

00:30:21.600 --> 00:30:31.900

SPUR Public Programs: which they would rather leave vacant with with. But your paper on the window, and that flies in there rather than kind of give it out to the community, even if it's like a 5 cents of the foot.

191

00:30:31.990 --> 00:30:41.290

I I mean, how do we get get past that that's? That's the thing. There's a. There's a cultural shift. We need to bring ourselves back to the way we used to view cities

192

00:30:41.380 --> 00:30:46.710

SPUR Public Programs: as represented in your opening slide. So it's back to the future.

193

00:30:53.820 --> 00:30:54.570

SPUR Public Programs: Okay.

194

00:30:57.360 --> 00:31:02.480

SPUR Public Programs: at the risk of getting too heavy, too early. But this is how my brain works

195

00:31:04.170 --> 00:31:10.140

SPUR Public Programs: part of what was important in that book. Palaces for the people is

196

00:31:11.470 --> 00:31:26.150

SPUR Public Programs: specifically for the role that social infrastructure plays in that mindset shift in kind of a sense of like that sense of community that that emerges. And as you were talking about that imaginary line

197

00:31:26.200 --> 00:31:40.570

SPUR Public Programs: of public and private. it struck me about how important it is because we have seen in this last week. How important that imaginary line is, if you so happen to step into somebody Else's

198

00:31:41.110 --> 00:31:44.240

SPUR Public Programs: right. And so what what does this

199

00:31:45.040 --> 00:31:49.410

SPUR Public Programs: have to offer not only our spaces that we inhabit.

200

00:31:50.020 --> 00:31:56.420

SPUR Public Programs: but what the mindset we possess when we do choose to inhabit those spaces.

201

00:32:03.010 --> 00:32:06.200

Miss Margaret Gordon bless local environmental indicators project

202

00:32:06.460 --> 00:32:09.020

SPUR Public Programs: based on the most recent.

203

00:32:09.070 --> 00:32:17.390

SPUR Public Programs: the last 20 plus years of displacement and gentrification. I'm always i'm, always speculating

204

00:32:17.750 --> 00:32:19.430

SPUR Public Programs: who you building this for.

205

00:32:20.540 --> 00:32:23.040

SPUR Public Programs: and why you building it for? Who?

206

00:32:23.420 --> 00:32:30.710

SPUR Public Programs: Because everybody is not going to enjoy which you building it for? Who? Because.

207

00:32:30.840 --> 00:32:37.190

SPUR Public Programs: first thing, if you come into a place where the land has been underutilized.

208

00:32:37.400 --> 00:32:40.840

SPUR Public Programs: our been not been most

209

00:32:41.080 --> 00:32:43.860

SPUR Public Programs: forthcoming as part of development.

210

00:32:44.310 --> 00:32:49.680

SPUR Public Programs: Those who are been there for the longest you want to get rid of, because you are looking for

211

00:32:50.530 --> 00:32:58.380

SPUR Public Programs: another set of people with another set of money. So I do not. I I understand.

212

00:32:58.470 --> 00:33:03.700

SPUR Public Programs: basically living here in the bay area. Who who is fooling? Who?

213

00:33:04.210 --> 00:33:12.650

SPUR Public Programs: Because I not I, I, I necessarily might not even benefit from that project. being on the ground.

214

00:33:12.740 --> 00:33:16.210

SPUR Public Programs: whatever you put in there may not even support

215

00:33:16.600 --> 00:33:18.020

SPUR Public Programs: what My!

216

00:33:18.150 --> 00:33:24.930

SPUR Public Programs: We are desires once family anything. So the problem is

217

00:33:25.140 --> 00:33:26.850

SPUR Public Programs: always Capitalism

218

00:33:27.180 --> 00:33:34.230

SPUR Public Programs: determines who go get what and how is going, and I just see that planners

219

00:33:34.340 --> 00:33:37.250

SPUR Public Programs: have been part of a problem.

220

00:33:37.720 --> 00:33:44.740

SPUR Public Programs: An architect also been part of the problem. The velvet has been part of the problem of who gets what

221

00:33:45.260 --> 00:33:47.290

SPUR Public Programs: when it comes down to the Bay area.

222

00:33:48.000 --> 00:33:51.490

SPUR Public Programs: Because we have a very divided bay area

223

00:33:52.350 --> 00:34:04.050

SPUR Public Programs: on who go to live where where you get to work at where you get to go to school, at where you get to go shop, at where hospital you go to go, To which child care you you get to get so.

224

00:34:04.520 --> 00:34:08.199

SPUR Public Programs: And this new mindset about community engagement

225

00:34:08.790 --> 00:34:13.460

SPUR Public Programs: are being coming to the community with another set of priorities.

226

00:34:13.510 --> 00:34:17.920

SPUR Public Programs: Our vision is is, has just started

227

00:34:18.159 --> 00:34:21.350

SPUR Public Programs: the rethinking of Who gonna get to live Where?

228

00:34:23.230 --> 00:34:23.900

SPUR Public Programs: Sorry

229

00:34:24.920 --> 00:34:30.040

SPUR Public Programs: So back? Oh, sorry, please. Yes, Glennis.

230

00:34:30.310 --> 00:34:44.469

SPUR Public Programs: to to your comment about a paradigm shift in terms of commercial and and developer interest. I I think the irony is that you know, in Japan Town, where

231

00:34:44.810 --> 00:34:47.639

SPUR Public Programs: you know commercial and cultural

232

00:34:47.670 --> 00:34:58.130

SPUR Public Programs: preservation is so tied together. I think the irony is that making room for

233

00:34:58.390 --> 00:35:03.380

SPUR Public Programs: the public good? The common ground is actually

234

00:35:03.730 --> 00:35:16.970

SPUR Public Programs: a good return on investment for for developers. I think I think people seek, you know, authentic experiences, and imagine, if you will, if the ground floor housed.

235

00:35:17.090 --> 00:35:18.740

SPUR Public Programs: you know.

236

00:35:18.750 --> 00:35:30.280

SPUR Public Programs: culturally rich, nonprofit organizations who can share their culture with the public, and you know, have ties to

237

00:35:36.750 --> 00:35:40.670

SPUR Public Programs: developers. Can't see the benefit in that.

238

00:35:41.480 --> 00:35:45.460

SPUR Public Programs: Yeah, I think that's

239

00:35:45.840 --> 00:35:54.710

SPUR Public Programs: both in response to that. And what Miss Margaret Gordon is saying? Why, we we're trying to, you know. Question.

240

00:35:56.420 --> 00:36:03.190

SPUR Public Programs: Who does decide, you know, and and and why do we end up with these.

241

00:36:03.430 --> 00:36:08.610

You know these these either you know neighborhood or downtown monocultures.

242

00:36:08.730 --> 00:36:15.210

SPUR Public Programs: right when we, when we just leave it to you, know the market, or happen, stance or or whatever it is, and and that the

243

00:36:15.330 --> 00:36:24.650

SPUR Public Programs: that the creating spaces for you know and uses and activities for the people who already live there. The things that people want.

244

00:36:24.750 --> 00:36:29.660

SPUR Public Programs: and also value requires a kind of

245

00:36:29.800 --> 00:36:37.750

SPUR Public Programs: a a kind of curation. You know it's not this role of the dice of the you know of the of the of the you know kind of

246

00:36:37.890 --> 00:36:46.970

SPUR Public Programs: commercial broker. You know game right? That just determines what these things are, and that that was one of the you know.

247

00:36:47.120 --> 00:36:51.570

SPUR Public Programs: the basis of our interest in

248

00:36:52.920 --> 00:37:07.630

SPUR Public Programs: these what we call kind of, you know, small co quasi public governance institutions like community benefits, districts or business improvement districts or community-based organizations, and try to unpack you know how

249

00:37:07.790 --> 00:37:10.890

SPUR Public Programs: what are experimental ways that we could

250

00:37:11.210 --> 00:37:13.570

SPUR Public Programs: empower groups like that to

251

00:37:13.710 --> 00:37:21.050

SPUR Public Programs: to determine some, you know, a a curation of the ground floor that is more equitable and and a appropriate

252

00:37:21.510 --> 00:37:38.990

SPUR Public Programs: Yeah, Just Just to to add to this we we started with this question of reclaiming the Commons, which is a very, very E abstract question, what is the Commons? How we are reclaiming? But then working with with people like Glynn is like marble. And Miss Margaret

253

00:37:39.130 --> 00:37:52.690

SPUR Public Programs: the question of who, reclaiming for whom, and reclaiming from what and what we reclaim those questions become very real, and the the vacancy of the ground floor is is for us, was an opportunity. Well.

254

00:37:52.690 --> 00:38:02.150

SPUR Public Programs: it's just not claimed. How can we reclaim it for those who wear who it was taken from we. Where this is in franchise, the displaced

255

00:38:02.170 --> 00:38:12.430

SPUR Public Programs: mit ctl, and and what are the tools? How we are reclaiming part of the profession professional tools to serve those who were underserved. So this question became very, very real. And 2

256

00:38:12.760 --> 00:38:13.350

Yeah.

257

00:38:16.030 --> 00:38:25.210

SPUR Public Programs: Well, I think kind of on this note. I think part of this is about the process, and I for this specifically for the community

258

00:38:25.800 --> 00:38:34.410

SPUR Public Programs: members that really participated in this. I just would like to know kind of this really only works. If there's an authentic partnership

259

00:38:34.570 --> 00:38:48.830

SPUR Public Programs: between the institutions that are involved to have the access to resources have that, you know. There's a big power differential between the community groups and and the residents and the businesses and artists

260

00:38:49.010 --> 00:38:56.200

SPUR Public Programs: versus the you know big institutions that, and and this includes the real estate development world.

261

00:38:57.280 --> 00:39:11.000

SPUR Public Programs: So how how can you design a process that really holds those institutions accountable provides adequate resources and tools for the communities to really be able to define for themselves what that common ground

262

00:39:11.430 --> 00:39:12.620

SPUR Public Programs: could and should be.

263

00:39:15.250 --> 00:39:19.060

SPUR Public Programs: Miss Margaret. I was gonna put you on the spot and ask you about this first. But

264

00:39:22.480 --> 00:39:29.280

SPUR Public Programs: the history of the ground, for I think people need to understand. In the nineteenth century people bought the houses bought a building.

265

00:39:29.490 --> 00:39:35.060

SPUR Public Programs: They had a business. They lived upstairs. That's to me my experience about the ground floor

266

00:39:36.900 --> 00:39:43.190

SPUR Public Programs: for our. for small businesses living in on living.

267

00:39:43.440 --> 00:39:50.460

SPUR Public Programs: From on this point there was always somebody had a business at the bottom hairdresser, a butcher.

268

00:39:50.590 --> 00:39:56.310

SPUR Public Programs: the grocery store. the candy store. the clothing store, the shoe store

269

00:39:56.450 --> 00:40:06.760

SPUR Public Programs: That owner lived in that same building. His kids went to the school with you. I went to the same church that's to me, understanding about the ground floor.

270

00:40:06.980 --> 00:40:12.190

SPUR Public Programs: But now the ground floor has changed totally radically. I'm. From

271

00:40:12.200 --> 00:40:21.190

SPUR Public Programs: what people trying to make it. and now it's not about people making it. It's about somebody taking it from them.

272

00:40:21.490 --> 00:40:27.270

SPUR Public Programs: taking it, and that, and taking that land and making it more denser

273

00:40:27.980 --> 00:40:28.700

SPUR Public Programs: all right.

274

00:40:28.790 --> 00:40:32.040

SPUR Public Programs: That's what's happening now, making it more denser.

275

00:40:32.230 --> 00:40:36.880

SPUR Public Programs: so that they have. There's a different type of ground for for who?

276

00:40:38.150 --> 00:40:42.200

SPUR Public Programs: So you won't? Put me on the spot that i'm. I'm gonna get back to you.

277

00:40:42.540 --> 00:40:51.760

SPUR Public Programs: That's what the ground forward to me and my history has been about. It was all about a small person person trying to have a business and make a living for his family.

278

00:40:51.800 --> 00:40:56.160

SPUR Public Programs: Now, the ground floor don't, does that don't do that anymore? It's all about density.

279

00:40:56.560 --> 00:41:01.040

SPUR Public Programs: The more density that you could put in one of the small space.

280

00:41:01.300 --> 00:41:02.640

SPUR Public Programs: I don't care where

281

00:41:02.710 --> 00:41:05.910

SPUR Public Programs: in the United States, and also across the world.

282

00:41:06.390 --> 00:41:14.040

SPUR Public Programs: that's what the development is happening. It's not about people having that individuals that space

283

00:41:14.700 --> 00:41:18.010

for that family. It's about

284

00:41:18.410 --> 00:41:20.710

SPUR Public Programs: who go on to

285

00:41:21.130 --> 00:41:28.700

SPUR Public Programs: develop density and that's all I can. That's all that's coming back to the urban community. Urban core.

286

00:41:28.750 --> 00:41:34.550

SPUR Public Programs: It's about density. It's not about families. It's not about

287

00:41:35.520 --> 00:41:40.010

SPUR Public Programs: ha supporting small businesses or people. It's about density

288

00:41:41.990 --> 00:41:56.880

SPUR Public Programs: so, if it's. if it's all about the ground floor being these businesses, who are trying to take what tools are we using to try to engage communities with these forces in the neighborhood, I think.

289

00:41:57.060 --> 00:42:04.410

SPUR Public Programs: when they, When she asked that question, I was thinking about all these agreements that we work on. and I was trying to remember the quote about.

290

00:42:04.910 --> 00:42:08.400

You know you want new tools to create a new system, but

291

00:42:08.670 --> 00:42:28.660

SPUR Public Programs: ironically, something that we all grabbed with in the beginning is, we're all used to using. We're still using the same tool, which is an agreement we want everything in writing. So we had hours and hours and hours of meetings, just trying to figure out how to get in writing what a fair engagement process might be. Because we were asking these questions

292

00:42:29.170 --> 00:42:32.780

SPUR Public Programs: and using the academic experience as an experiment.

293

00:42:34.700 --> 00:42:40.470

SPUR Public Programs: and we were using all of the learned lessons that the West Oakland Environmental Indicators project has

294

00:42:41.000 --> 00:43:09.560

SPUR Public Programs: it developed over the last, like 20 or 30 years to engage with institutional partners of any sort as well meeting as any institutional partner, is It's still an institution and building trust, with an institution doesn't make sense. You build trust with humans. And so when you're building trust with an institution, you're like, oh, well, now, we're in the system. Everything has to get written down because we need to start weaving the paper in front of people who have replaced that human that we built trust with.

295

00:43:09.560 --> 00:43:14.550

SPUR Public Programs: Can you talk a little bit about how you've developed your partnership agreements over the years?

296

00:43:15.940 --> 00:43:28.500

SPUR Public Programs: How we develop our partnership agreement because we got sucked in on on projects that we had no business dealing with people. That's the true. And we finally had to. We just had to

297

00:43:28.610 --> 00:43:29.960

SPUR Public Programs: find a way.

298

00:43:30.300 --> 00:43:32.250

SPUR Public Programs: How do we not

299

00:43:32.860 --> 00:43:35.900

SPUR Public Programs: have conflict and confusion

300

00:43:36.500 --> 00:43:45.860

SPUR Public Programs: and detail, having a detail, our goals of us sitting at the and sitting at the table as equable partners

301

00:43:46.130 --> 00:43:47.490

SPUR Public Programs: as partners?

302

00:43:47.530 --> 00:43:57.260

SPUR Public Programs: And how do we collaborate and coordinate? How do we share? Share Not only share, not only the table, the share.

303

00:43:57.620 --> 00:43:58.880

SPUR Public Programs: the dollars.

304

00:43:58.970 --> 00:44:13.630

SPUR Public Programs: the resources, the tools, whatever came to that table we had to share. There was a shared process to it. So we wrote a partner in agreement based on how we were going to converse with each other.

305

00:44:14.020 --> 00:44:27.460

SPUR Public Programs: how we were going to what, but what materials we were in use, how we was going to design the the materials. Who was gonna be the designer. Who? How many, how many meetings we wanna have?

306

00:44:27.710 --> 00:44:36.430

SPUR Public Programs: We approached it from a place a place where that the table had to be set in such a way that everybody had equity into it.

307

00:44:37.380 --> 00:44:38.660

SPUR Public Programs: real equity.

308

00:44:38.840 --> 00:44:50.660

SPUR Public Programs: and and that equity meant that we put it on this piece of paper. If if we we, we couldn't. And even if we we we also had a place that we had conflict.

309

00:44:50.670 --> 00:45:02.450

SPUR Public Programs: How do we work out our differences? All right? Because we ask humans, we get pissed off with each other all right, and do we? And how do we resolve the being Ps. Out?

310

00:45:02.590 --> 00:45:06.150

SPUR Public Programs: How do we have. How do we continue to have growth?

311

00:45:06.360 --> 00:45:12.760

SPUR Public Programs: How growth was in having this pathway of of outcome that makes us

312

00:45:12.940 --> 00:45:14.820

SPUR Public Programs: have a vision

313

00:45:14.830 --> 00:45:21.030

SPUR Public Programs: that was that's more supportive and bring prosperity. But the partner agreement

314

00:45:21.250 --> 00:45:25.180

SPUR Public Programs: is, was I to our tool. our tool.

315

00:45:25.700 --> 00:45:28.110

SPUR Public Programs: and our resource to say

316

00:45:28.130 --> 00:45:35.540

SPUR Public Programs: Who? How you gonna come to this table with us if you could agree with that table, that thing you call a doorknob go out of.

317

00:45:35.990 --> 00:45:36.660

Yeah.

318

00:45:40.080 --> 00:45:40.640

Yeah.

319

00:45:40.650 --> 00:45:48.470

SPUR Public Programs: So the idea of of building up that muscle of collaboration and community I I find super interesting, and and

320

00:45:48.740 --> 00:45:57.610

SPUR Public Programs: you know how how you negotiate conflict with people that you're trying to collaborate with, to say, manage a set of ground for spaces in a building or in a neighborhood.

321

00:45:57.700 --> 00:46:04.820

SPUR Public Programs: I'm curious anyone out there who's been working on the pier. 70 project in San Francisco. I think it's kind of an interesting case Study

322

00:46:04.830 --> 00:46:16.740

SPUR Public Programs: where a lot of pressure from the neighborhood and the dog patch to do something different at the ground floor. We want art space. We want maker space. We want a different kind of set of uses in the ground floor in pier, 70, and

323

00:46:16.820 --> 00:46:36.310

SPUR Public Programs: pleased to see a couple of day or 2 in the paper that finally building 12. This incredible historic building that's been restored on Portlands, just got their first 7 tenants in there a bunch of maker attendants, you know. If that developer was a business as usual,

developer, it did. They just wouldn't have that tenant group in there, and that to me was direct pressure from

324

00:46:36.340 --> 00:46:40.800

SPUR Public Programs: the Dog Patch community, saying, we want something different here, and we're not going to approve your project

325

00:46:40.890 --> 00:46:46.920

SPUR Public Programs: unless you do something different at the ground floor. So i'm curious. If anyone has any experience with that pier 70

326

00:46:46.980 --> 00:46:54.810

SPUR Public Programs: model it all out there. This is just what I've heard about it, but I have no direct experience with the curious. If anyone has more direct experience with your 70 model.

327

00:47:00.330 --> 00:47:02.720

SPUR Public Programs: Okay. Yeah.

328

00:47:03.100 --> 00:47:22.240

SPUR Public Programs: Yeah, Of course I do not have experience with that. But so i'm not even. I work with the Excelior Action Group. We are in the southeast side of San Francisco. I'm. Not sure if everybody is familiar with, but it is really kind of a very working class

329

00:47:22.300 --> 00:47:33.670

SPUR Public Programs: neighborhood. The commercial level really reflects that most of the property, or most of the business owners that are there live there, and

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00:47:33.820 --> 00:47:47.630

SPUR Public Programs: I think entrepreneurship is just like a very wonderful way for people who are far from traditional forms of employment to really kind of gain their economic autonomy and also build community in our in our neighborhood. You know we

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00:47:47.920 --> 00:47:54.120

SPUR Public Programs: because our neighbors are where we shop from, where we buy from we our groceries are there dry cleaners are there.

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00:47:54.240 --> 00:48:00.040

SPUR Public Programs: but we are a changing neighborhood, and I think

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00:48:00.450 --> 00:48:19.790

SPUR Public Programs: what I had appreciated about this conversation and this partnership. This is our first time, partner in this sort of forum. So it's a little foreign to me. I I cultivate entrepreneurship, and obviously that in turn informs our community. But you know.

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00:48:19.820 --> 00:48:26.080

SPUR Public Programs: approaching people with humility like Sometimes I meet with the business, and and I have ideas of

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00:48:27.630 --> 00:48:37.480

SPUR Public Programs: how they could kind of diversify the revenue streams, build resiliency in a changing neighborhood which ours is is, we have a lot of density coming in.

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00:48:37.540 --> 00:48:39.690

SPUR Public Programs: We have market rate

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00:48:39.770 --> 00:48:49.670

SPUR Public Programs: apartments. We have low income housing, but the it's changing, and and that's what I had to appreciate about this conversation, like

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00:48:50.290 --> 00:48:51.460

SPUR Public Programs: putting

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00:48:52.440 --> 00:48:56.310

SPUR Public Programs: value, honoring

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00:48:56.420 --> 00:49:01.970

SPUR Public Programs: the experience of the people that you're working with. and that is

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00:49:02.930 --> 00:49:16.250

SPUR Public Programs: small businesses, and and even organizations like mine, who are on the ground every day, who are walking the streets, who are, who live because I also live in the space that I work, and I really put a lot of

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00:49:16.250 --> 00:49:31.320

SPUR Public Programs: heart and value, and the things that I do every day. And then i'm also working on like thinking long term like, how do we change? How do we think about the gentrifying forces that are going to be coming and are happening in our neighborhood? And

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00:49:31.370 --> 00:49:44.550

SPUR Public Programs: this is part of the projects that we had talked about like, how do I help other either? Small business owners myself purchase property in order to kind of think of

344

00:49:44.590 --> 00:49:48.400

SPUR Public Programs: making this a combination of

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00:49:49.830 --> 00:50:01.850

SPUR Public Programs: people who need to make money and support their homes, their families. But then also ensuring that it's going to be mean of community for a longer term

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00:50:02.000 --> 00:50:04.990

SPUR Public Programs: for the for the long term, and that's ownership.

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00:50:05.120 --> 00:50:19.220

SPUR Public Programs: And so those are different things that we have in the works, and we also are foreseen. For example, our low income housing developers to really kind of rethink that ground floor to support

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00:50:19.260 --> 00:50:26.490

SPUR Public Programs: commercial spaces, but people who, from for people who are traditionally barred from brick and water ownership.

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00:50:26.680 --> 00:50:34.640

SPUR Public Programs: And so these are just like some of the things that we're working on some of the thoughts that we've had. And

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00:50:35.380 --> 00:50:37.350

SPUR Public Programs: yeah.

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00:50:43.020 --> 00:50:53.290

SPUR Public Programs: okay, that's oh, yeah, and thanks. So I I I wanted it. I kind of pairing up something that Ms Marvin said. And with the question you have as John

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00:50:53.540 --> 00:50:57.060

about, you know, when I was listening to you. Talk about

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00:50:57.640 --> 00:51:00.890

SPUR Public Programs: It's all about taking and it.

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00:51:00.960 --> 00:51:10.500

SPUR Public Programs: you know, from us from a city employee. Perspective. It's like, yeah densification. critical right? I mean, it's like we're. I'm not gonna lie about that. That is something that we're thinking about all the time.

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00:51:10.640 --> 00:51:12.380

SPUR Public Programs: You know. How do we

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00:51:12.750 --> 00:51:27.850

SPUR Public Programs: create more activity? How how do we diversify that the uses in a neighborhood because it creates more ground floor activity. And it's really important, for all the safety reasons and cloning reasons that that are very, very important, and the hollowing out of

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00:51:27.930 --> 00:51:36.870

SPUR Public Programs: in neighborhoods in the city because of the pandemic, have really demonstrated to us that we need to have a lot more diversification of uses

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00:51:36.960 --> 00:51:39.890

SPUR Public Programs: on the ground. And I think

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00:51:40.000 --> 00:51:41.240

SPUR Public Programs: But the what?

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00:51:41.250 --> 00:51:48.770

SPUR Public Programs: What Ms. Margaret's coming was making me think about is like, okay, how do we responsively densify without displacing?

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00:51:49.120 --> 00:51:55.600

SPUR Public Programs: And I think you then brought the the question around to Pier 70, which I think is really interesting, because you have

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00:51:55.830 --> 00:52:09.810

SPUR Public Programs: very strong neighborhood organizations in in dog patches, neighborhood and and patrol boosters who definitely flex their muscles. When you're looking at a a massive, you know

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00:52:10.030 --> 00:52:14.670

SPUR Public Programs: 30 year, build out of a you know, 100 plus acre.

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00:52:14.710 --> 00:52:19.070

SPUR Public Programs: former shipyard site, and and

365

00:52:19.160 --> 00:52:35.460

SPUR Public Programs: but the history of that neighborhood is in industrial uses, and I think it really sort of brings that back around which is, we've got an we're building a neighborhood out there, but it's reaching back into the history of the community which the the community itself demanded.

366

00:52:35.480 --> 00:52:39.730

SPUR Public Programs: It's that you represented in the new in this new project, and I think like

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00:52:40.100 --> 00:52:54.980

SPUR Public Programs: that's where we, I think, from the city perspective. What I think is, we have to get stronger at that. We have to get stronger at understanding. What is the community? How do we keep that community in place? How does it? How do we listen to what that community is demanding, so that they're not there. Isn't: this sense of

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00:52:55.280 --> 00:52:58.780

SPUR Public Programs: a density densifying always meaning displacement.

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00:53:02.710 --> 00:53:16.960

SPUR Public Programs: Okay, I think we are getting close to time. So I want to just give folks an opportunity for like a final. maybe just a couple of final thoughts. If you. if you, if you have any, and then we are gonna have some more

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00:53:17.030 --> 00:53:27.380

SPUR Public Programs: mingling and conversation more informally. Where have we have some? Some wine and snacks and stuff like that over here, so that you know we can all talk to as a community.

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00:53:27.410 --> 00:53:31.890

SPUR Public Programs: But before before we do that, does anybody want to add some more thoughts.

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00:53:33.930 --> 00:53:42.650

SPUR Public Programs: Thank you. I'm. Jessica Job, see? Been partnering with Miss Margaret and Gina for about I don't know 5 years now.

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00:53:42.680 --> 00:53:44.650

and

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00:53:45.020 --> 00:53:51.330

SPUR Public Programs: for me I work as an architect, and something that I really think is important to emphasize is

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00:53:51.750 --> 00:54:00.120

SPUR Public Programs: the relationship. And what Miss Margaret is talking about about setting the table for equity and being super intentional about it, because if we

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00:54:00.280 --> 00:54:01.980

SPUR Public Programs: rest on the default.

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00:54:02.220 --> 00:54:16.260

SPUR Public Programs: everything about the default has taught us power structures that do not put the community at the same level, and we need to think of the flow of information as really being circular that it's we're not

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00:54:16.390 --> 00:54:35.870

SPUR Public Programs: doing show and tell and asking if they like the red one or the blue one, because that's not respectful engagement. And so I think things like understanding the lived experience as subject matter expertise. You know the people who live in the neighborhood. They are the experts of what happens there. They know

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00:54:35.920 --> 00:54:43.520

SPUR Public Programs: the street life, they know the needs, they know the gaps, so it it just really means to be a table set for

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00:54:43.540 --> 00:54:59.000

SPUR Public Programs: ongoing relationship, and it does get really hard when, like at the end of the day. Where is the money coming from? Like many of us as planners architects, we wanna we have, you know, dreams what we would do if we could fund the project. But

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00:54:59.330 --> 00:55:03.900

SPUR Public Programs: so I think that there's a strong rule for government to

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00:55:06.000 --> 00:55:18.860

SPUR Public Programs: to engage in certain, perhaps public private partnerships, or or even just regulations that development, certain size need to go through a community process, because.

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00:55:19.400 --> 00:55:21.550

SPUR Public Programs: you know, capital

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00:55:23.040 --> 00:55:25.080

SPUR Public Programs: capital will flow

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00:55:25.910 --> 00:55:30.100

SPUR Public Programs: to benefit those making the investment. That's just.

386

00:55:31.100 --> 00:55:37.160

SPUR Public Programs: That's just the way it is. So without regulation on that. I think that there'll be continuing

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00:55:37.540 --> 00:55:40.280

SPUR Public Programs: focus on profit rather than people. So

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00:55:41.940 --> 00:55:45.210

SPUR Public Programs: all oh, lots of people want to make. So

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00:55:49.780 --> 00:55:51.800

SPUR Public Programs: okay.

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00:55:51.920 --> 00:55:54.840

SPUR Public Programs: yeah, in response to that. And actually, I think something.

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00:55:54.960 --> 00:55:58.610

SPUR Public Programs: And we talked about a little bit before this.

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00:56:00.000 --> 00:56:01.320

SPUR Public Programs: Yes, for

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00:56:01.370 --> 00:56:06.330

SPUR Public Programs: you know neighborhoods and neighborhood groups that are really well.

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00:56:07.920 --> 00:56:17.680

SPUR Public Programs: finance that are educated. You know. They can flex that muscle. But there are a lot of neighborhoods and areas that are. You know that that don't have

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00:56:17.970 --> 00:56:23.290

SPUR Public Programs: resources. They don't. They don't understand. You know even what we're

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00:56:23.310 --> 00:56:27.160

SPUR Public Programs: where the table is, or what a table is to even get to the table.

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00:56:27.260 --> 00:56:31.830

SPUR Public Programs: and I think it it. And and yes, you know, having.

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00:56:31.920 --> 00:56:40.940

SPUR Public Programs: you know, requirements for, for you know, community engagement is one thing, but one thing that we've talked about, and and one thing that we sort of hoped would

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00:56:41.310 --> 00:56:45.260

SPUR Public Programs: this conversation would kick off further conversations about

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00:56:46.430 --> 00:56:47.600

SPUR Public Programs: how.

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00:56:48.270 --> 00:56:51.170

SPUR Public Programs: how how we might

402

00:56:51.570 --> 00:56:53.100

SPUR Public Programs: begin to

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00:56:53.260 --> 00:57:00.420

SPUR Public Programs: create programs and protocols. And and yeah, you know, education.

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00:57:00.770 --> 00:57:01.840

SPUR Public Programs: for

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00:57:02.200 --> 00:57:09.020

SPUR Public Programs: you know, neighborhood groups and and other groups to engage to come to the table, you know, like

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00:57:09.380 --> 00:57:10.950

SPUR Public Programs: to know what

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00:57:11.130 --> 00:57:22.300

SPUR Public Programs: urban planning or urban design is to know what a development agreement is to know what a community benefits. Agreement is, I mean, there's all this language and and and terminology and expertise

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00:57:22.340 --> 00:57:30.610

SPUR Public Programs: that that you know. One side has, and another side, you know doesn't even have access to. And I think that that's something

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00:57:30.760 --> 00:57:41.740

SPUR Public Programs: that organization like spur. You know our our our government partners, you know, even our you know kind of private professionals, I think, could work together on.

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00:57:41.910 --> 00:57:46.580

SPUR Public Programs: you know, providing, or, you know.

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00:57:46.750 --> 00:57:50.760

SPUR Public Programs: partnering with community groups to kind of provide that.

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00:57:52.180 --> 00:57:54.340

SPUR Public Programs: So I don't know

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00:57:56.620 --> 00:58:03.440

SPUR Public Programs: One of the things at my current office that brandy, Mac always says is that

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00:58:03.820 --> 00:58:07.040

SPUR Public Programs: we're still in a pandemic right? And what

415

00:58:07.390 --> 00:58:12.260

SPUR Public Programs: 2020 taught us or did to our glasses.

416

00:58:12.270 --> 00:58:29.140

SPUR Public Programs: It showed us that we are in multiple forms of pandemonia. you know, and specifically to your point, right? What happens when you don't have community groups

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00:58:29.610 --> 00:58:30.540

SPUR Public Programs: who

418

00:58:31.290 --> 00:58:42.570

SPUR Public Programs: are valued right. They do. There is an intelligence there, you know. It's all there. It's just what happens when system historically and systematically

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00:58:43.440 --> 00:58:47.420

SPUR Public Programs: not valued one. I think representation really matters

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00:58:47.640 --> 00:58:53.980

SPUR Public Programs: so like we're working on a project i'm not from there, but I know that I know how it feels to be different

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00:58:54.070 --> 00:58:56.900

SPUR Public Programs: a lot of my life, and if

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00:58:57.190 --> 00:59:09.210

SPUR Public Programs: the internal work happens. you know, I think we we tend to try to kind of solidify things and package them so that they can be replicated at infant, you know, added phenomena

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00:59:09.580 --> 00:59:12.680

SPUR Public Programs: almost like a weird, you know, Ford thing.

424

00:59:12.850 --> 00:59:18.150

SPUR Public Programs: But it actually is much harder than that, right? It's about relationships.

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00:59:18.220 --> 00:59:30.330

SPUR Public Programs: and the opposite of top down is may not be bottom up. It's actually just a bunch of squiggles that look different at depending on what time of day, where you are, and what mood you were in when you draw it, you know.

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00:59:30.480 --> 00:59:31.660

And I think

427

00:59:32.130 --> 00:59:34.010

SPUR Public Programs: if we can all kind of

428

00:59:34.440 --> 00:59:39.440

SPUR Public Programs: take care of our own homes at in the beginning. First of all.

429

00:59:39.700 --> 00:59:51.110

SPUR Public Programs: then, those kinds of synchronicities and my celial networks will emerge because we're all guided by really fundamental and easy principles that started when we were like 2 years old.

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00:59:51.250 --> 00:59:54.610

SPUR Public Programs: you know. And that's kinda what i'm learning. It's actually not

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00:59:55.950 --> 00:59:57.300

SPUR Public Programs: theoretical at all.

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01:00:00.180 --> 01:00:08.570

SPUR Public Programs: Just wanted it, you know. I'm really curious about the research around the collective governance institutions, because i'm curious how you get from

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01:00:08.620 --> 01:00:13.280

SPUR Public Programs: you know the owds pop up program in downtown to ownership.

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01:00:13.700 --> 01:00:32.850

SPUR Public Programs: Right? What is the pathway to get to that level of security and longevity and commitment long-term stewardship. And so i'm really curious about the research about bids other entities, You know San Francisco, some pretty interesting models like our green benefit district and patrol, Doc. That is a private property assessment to fund

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01:00:32.900 --> 01:00:47.940

SPUR Public Programs: a public open space in that neighborhood. Could there be a model for ground floors and and and I've been in the course the studio been really curious about these models, the one I I know of, and and I sorry to use an example from Copenhagen, because I know

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01:00:48.060 --> 01:00:59.970

SPUR Public Programs: people talk about Copenhagen too much. But you know Copenhagen has these garden guilds that were formed when they started to create these interior courtyard spaces to do collective management of urban green space.

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01:01:00.150 --> 01:01:09.440

SPUR Public Programs: There's one block in Copenhagen called Jaegis. We go a street that was overtaken by drugs and crime and property values dropped.

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01:01:09.470 --> 01:01:24.830

SPUR Public Programs: The owner of all the ground floor spaces went bankrupt, and the Community Garden Guild bought all those ground floor spaces, and they are now collectively

managing, owning, and collectively managing and programming ground for spaces for this retail street in a way that is

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01:01:24.830 --> 01:01:38.550

SPUR Public Programs: a kind of unique model. I think I've I've, you know, heard of around the world. But but can we? You know we we're innovators here in San Francisco? Can we create a model like that of collective ownership governance to manage grounds for spaces for the public good

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01:01:40.110 --> 01:01:53.860

SPUR Public Programs: that Well, yeah, let's let's all talk about our ideas as as we mingle together over here. We're out of time, and I I just want to be respectful of everybody's time. Do you want it to give us a closing

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01:01:55.100 --> 01:02:03.940

SPUR Public Programs: one? Good to acknowledge some of the students that worked on on the books that we produced, and there I am so grateful that you made it

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01:02:03.970 --> 01:02:11.510

SPUR Public Programs: up to here. Maria Ramirez. Rizzvana Lub is Nicole Cool. Thank you all so much.

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01:02:11.970 --> 01:02:13.340

SPUR Public Programs: Thank you. Everybody

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01:02:15.300 --> 01:02:16.880

SPUR Public Programs: to our panelists.

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01:02:20.940 --> 01:02:25.750

Thank you. and let's continue the conversation. It is.