



LIVING
INNOVATION
ZONES

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MOCI

MOCI

PLANNING

**INNOVATION
PRIVATE SECTOR**



**ACTIVATION
PUBLIC SPACE**

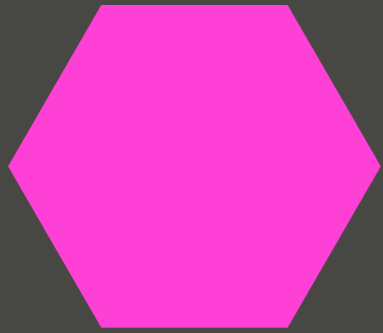


**PUBLIC GOOD
CREATIVITY**



INNOVATION CAPITAL





HOW CAN WE SHOWCASE SAN
FRANCISCO'S **CREATIVE THINKING?**



HOW CAN MARKET STREET BE MORE **PLAYFUL?**
DYNAMIC
ACTIVE



HOW DO WE CREATE A CULTURE OF “YES”?
HOW CAN THE BUREAUCRACY LEARN?



MEET LIZ

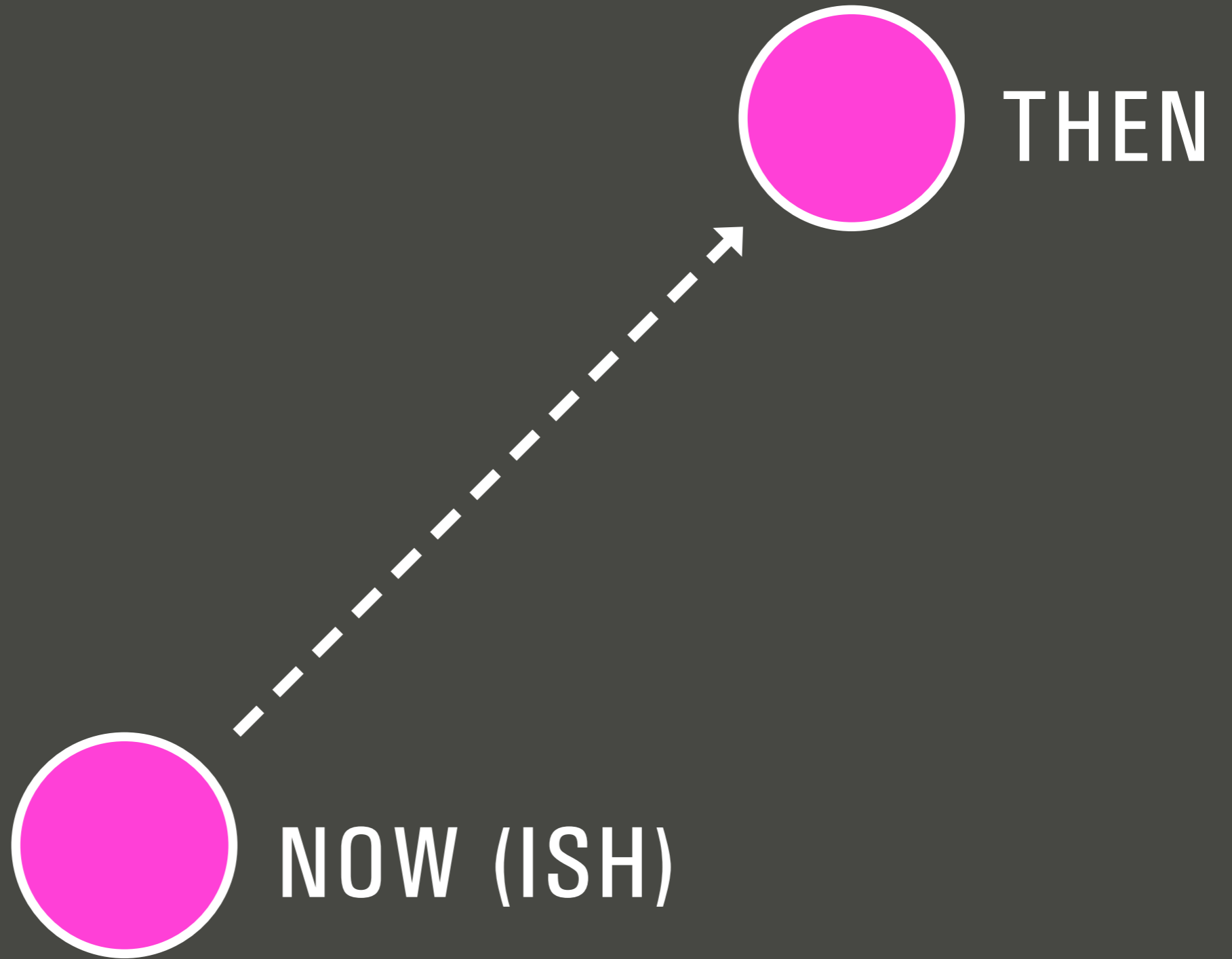
10

SITES

MARKET STREET



2
YEARS



CITY

DESIGNER

COMMUNITY



CITY

Planning – Outreach, Permit, Design Review

MOCI – Outreach

AC – Design Review

DPW – ADA Permitting

...





Concept

Aesthetics

Community :-)

Function

Accessibility

Maintainability

Security

Constructability

Durability











