



# JCDecaux Submission Civic Design Review Committee Phase 3 Review

for Replacement Public Toilets and Kiosks

OCTOBER 16, 2017

**JCDecaux**

# JC Decaux Submission

## Phase 3 Review

### ENCLOSED

Response to Comments  
Maps of Kiosk and Toilet Locations  
Three Dimensional Renderings

### ADDITIONAL MATERIALS

To be provided at meeting:

Materials Board  
Full Size Sample  
Construction Drawings

## DESIGN RESPONSE

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The City of San Francisco has entered into final negotiations with JCDecaux for replacement of existing kiosks and toilets and to manage and maintain them for an initial ten-year period of time. The current contract expires in October and the City desires, to enter into a new contract by September to avoid a gap in the maintenance and management of the street furnishings.

At our meeting with the San Francisco Arts Commission on May 15th, the overall design approach for the new kiosks and toilets was presented. Precedents and prototypes as well as some initial concepts were introduced as a basis for discussion and deliberation. The idea of pursuing a more modern design was unanimously and enthusiastically well received. As part of the Commissioners' deliberations and considerations, questions were posed regarding the role that the furnishings would play in the identity of San Francisco and how they could be uniquely designed to reflect the special character of the city. Further, how could the furnishings be designed to allow for future flexibility in programming and in consideration for durability and sustainability over time? Concerns were also voiced about taking care that the size of the toilet structures did not get too large, and the importance of keeping them to an appropriate scale, given the constrained context of San Francisco sidewalks and public spaces, which already must contend with multiple and competing demands for space and activity. In addition, at the meeting on August 21st, the Commissioners suggested that further study be undertaken of the top of the kiosk. Following the meetings, additional design work was undertaken and updated materials are included for the Commission's consideration. On September 18th, the refinements that had been made to the top of the kiosk were reviewed and the Art Commission gave approval for Phase 2, but at the same time requested additional study of the base of the kiosk to eliminate the projection. Since that meeting, extensive analyses have been undertaken to determine whether the extension at the base could be eliminated. Although it was found to not be possible due to seismic and structural reasons, the base has been reshaped to minimize the extension of the base. This package shows the refinements that have been made within the identified structural parameters.

The design that is being developed for the replacement kiosks and toilets is one-of-a-kind and designed specifically for San Francisco. It is not generic and has not been used elsewhere. By being less thematic or historicist in nature, the design does not fall back on images and identities derived from other places nor from other eras. These furnishings are designed not to attract so much attention to themselves but rather to create background elements that meet the intended function, fit well within the urban environment and allow the unique identity of San Francisco to be expressed in an authentic and meaningful way.

San Francisco prides itself in its extraordinary natural beauty and public spaces that provide views and access to the bay and larger landscape. It also is a city that is sociable, extroverted and engaging. Its identity of the city is influenced by landscape and nature, people and activity, individual buildings and the urban context. The design therefore, is not intended to distract nor compete with the identity of the city but to blend in elegantly and quietly. They, in particular, the public toilets which provide for a private activity in a public setting, should not dominate visually

nor become an attention grabber. The kiosk, on the other hand, can be more of a marker and an accent within the public realm. It can not only provide information and services but also add to the activities of the streetscape environment, and punctuate a specific place. It can become an eddy in the stream of movement drawing pedestrians in to tarry, find their path, become informed or heighten an understanding of place.

Both the kiosk and the public toilet need to fit in well within the city as a whole. There are a variety of existing locations – in neighborhoods, adjacent to parks, along busy pedestrian and transit corridors, along the street and in tourist destinations. The approach is to balance the role that each element plays within a specific setting while contributing to a city-wide vocabulary that belongs to the larger urban environment. The street furnishings can serve as the framework for public communications, news and public information in addition to providing for advertising that makes the program financially viable. They can also present a robust and changing program of graphics that, like those created for the Presidio, reinforce the identity of a neighborhood or district and highlight some of their unique features and attractions. Today, street furnishings can take advantage of the most recent and continually expanding opportunities for communications created by the latest digital and WIFI devices. They can also create entrepreneurial opportunities for incubators and artistic expression for talent seeking a public setting.

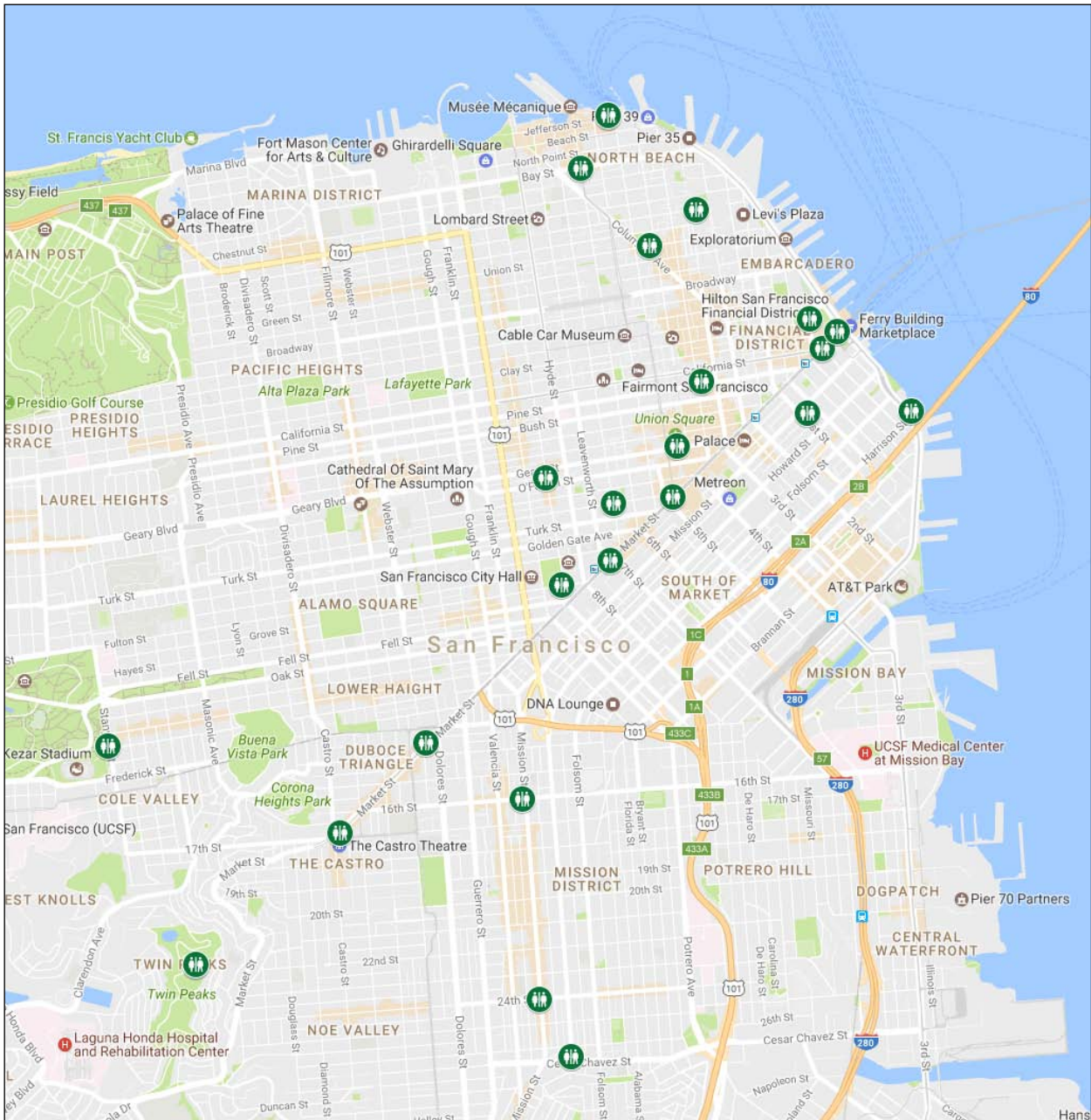
The quality of materials and detailing and a high level of craftsmanship will also add to the uniqueness of the streetscape furnishings. JC Decaux's reputation and commitment to quality of design, fabrication and implementation as well as a high level of management and maintenance are touchstones that, to a great extent, attribute to their international success around the world.

The approach would be to create an appropriately scaled composition of street furnishings using unadorned elements and authentic materials that are executed in a simple and straightforward fashion. The street furnishings would be minimalist in nature, but with care given to proportion and detail. The public toilets would be designed in a modular approach that would allow them to respond to a greater or lesser demand for service. The toilets could be built in increments of one module, with a single ADA compliant toilet that is 12 feet side or two modules that join to become 17 feet wide. In selected areas, the larger toilet facilities could incorporate a small concession, such as, for example, a flower stand, that fits in with the surrounding environment. Other specific optional amenities and features could also be introduced to address environmental sustainability, district identity and scale.

The street furnishing program is proposed to be in place for a decade. Over this period of time, it is certain that there will be changes in technology, the way in which information is conveyed, and how social activity unfolds and engages with the public domain. On the one hand, the design for the street furniture should have the capability to reflect a quiet timelessness – so that they do not soon appear dated or out of touch with the times. At the same time, the design should provide flexibility and be adaptable to support a variety of graphic imagery, specific identities and programmatic activities that contribute to and enhance the quality of life in the city.

Recently, San Francisco Public Works has created a socially innovative monitoring program at six selected JCDecaux public toilets. Working with local non-profit organizations, the program engages marginalized populations (veterans, formerly homeless and former inmates) to work as attendants at these locations. The attendant service provides physical monitoring as well as a physical presence at these locations. This successful program will be expanded to 15 locations under the new contract. In the future, a greater diversity of service programming is proposed with digital technology and displays that are capable of providing customized messaging and real time information which can enhance wayfinding and provide interpretive information that contributes to an improved sense of orientation and an understanding of place.





## EXISTING LOCATIONS - 25 PUBLIC TOILETS



**SINGLE (6 FT X 12 FT) AND DOUBLE (6 FT X 16 FT)**



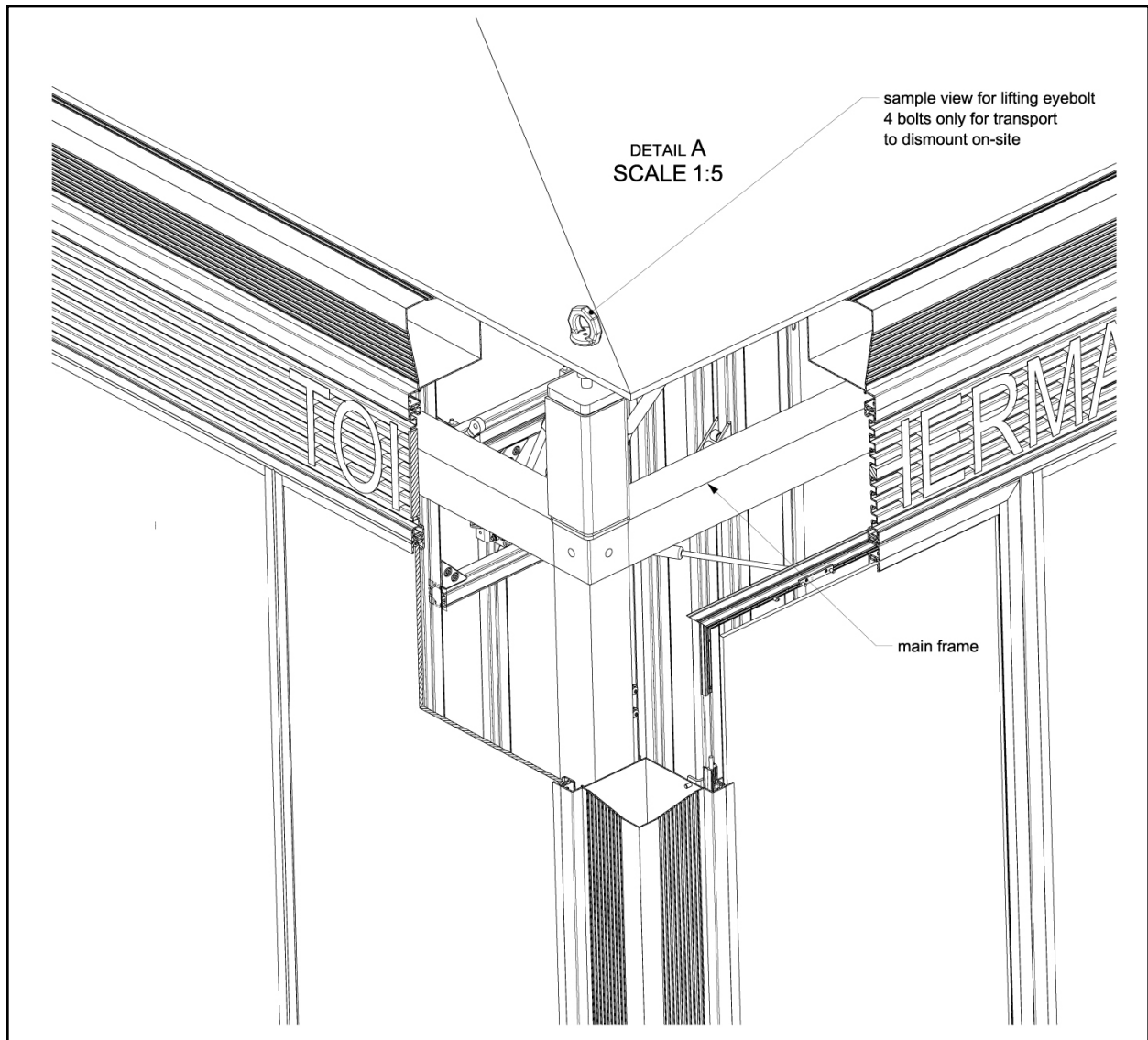


## INTERACTIVE DIGITAL SCREEN AND PSA PANEL





## DETAIL AND NIGHTTIME VIEWS

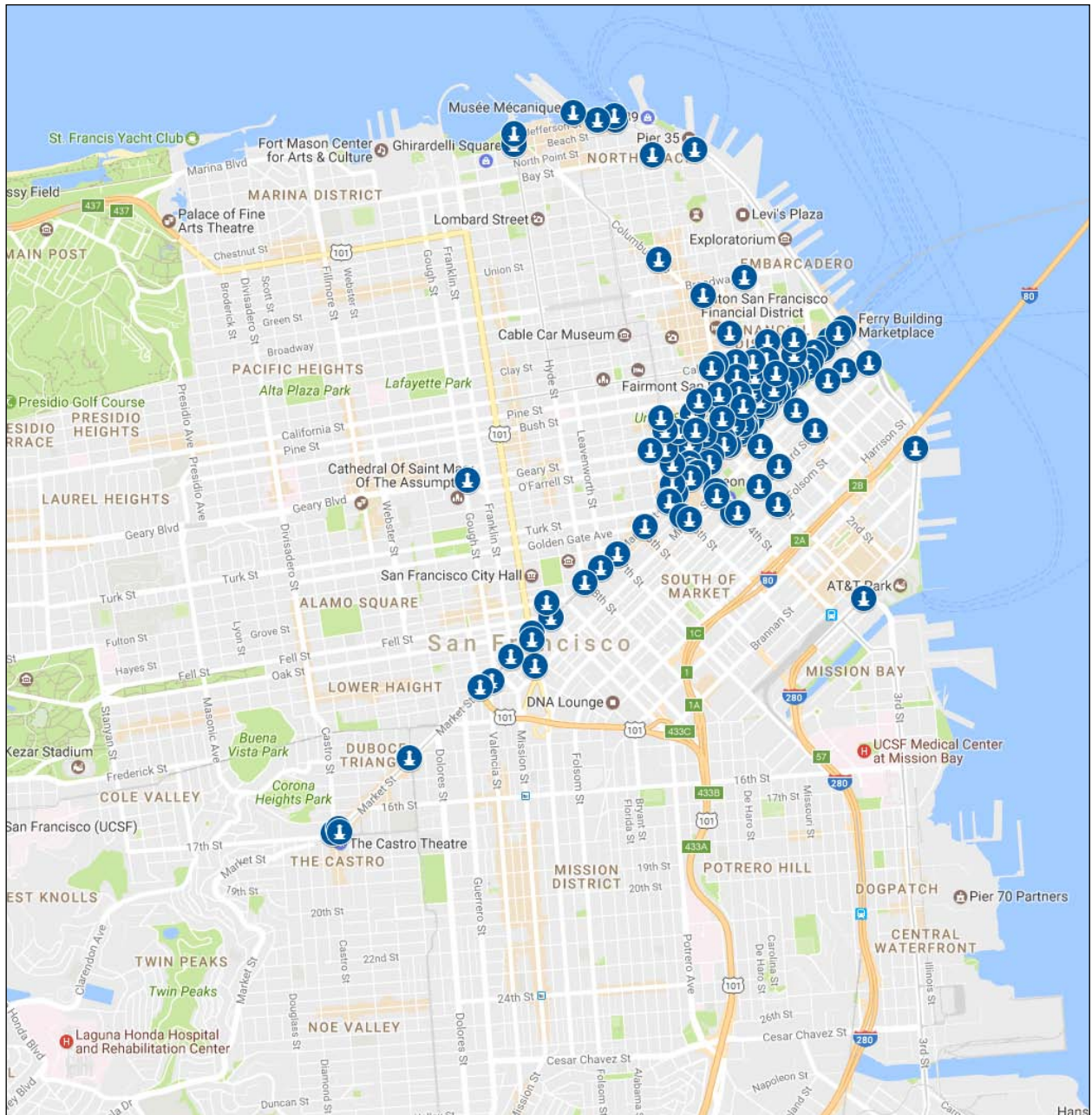


SHAPED CORNER DETAIL OF TOILET



## AMBASSADORS AND CARTS





EXISTING LOCATIONS - 114 KIOSKS



Note: Kiosks are approximately 15 feet high and fit within the 5.5' diameter of the existing kiosk and will be located a minimum of 18" from the curb.

## DESIGNS OF MULTI-FUNCTION KIOSKS





## EXAMPLES OF ADVERTISING AND PUBLIC SERVICE PANELS