Linden Alley Lighting Project: Description

Context
Linden Alley is one of San Francisco’s most pioneering and celebrated living alleys. Once an unremarkable side street in the Hayes Valley neighborhood, Linden Alley was transformed into a pedestrian-oriented destination in 2010. A team of architects on the block gathered local community support and navigated a complex, four-year City approvals process. The eastern end of the alley now features a raised street, widened sidewalks, recycled granite benches, bike racks, and landscaping – creating a community space.

However, these improvements cover only one-fourth of the block. Moreover, the alley becomes site of anti-social behavior after business hours, when there are fewer eyes on the street. To address these concerns and foster greater stewardship, Build Public, on behalf of Friends of Linden Alley, conducted extensive stakeholder outreach and applied for a Community Challenge Grant (CCG) Living Alleys Grant in Fall 2016. The grant was awarded in Spring 2017: and will fund tactical, surface-level improvements that extend the spirit of the original living alley to the western end of the block toward Octavia Boulevard. Improvements include seating, greening, and most importantly, overhead lighting.

Overhead Lighting
Overhead lighting would provide much-needed light and security to the street at night, helping activate the space even after businesses have closed for the day. Five property owners on the block have agreed to allow the project team to physically anchor string lights to their buildings, and in two cases, connect to their electrical supply. A licensed electrician from Wells Electrical Inc. will be responsible for installation. Cozo, creators of the glowing polyhedral installation on Patricia’s Green, will fabricate brass lanterns with geometric carvings to affix to the string lights. These lanterns will add visual interest during the day, and cast diffuse light patterns onto the street at night.

Timeline
As per the requirements of the City Administrator’s Office for CCG Living Alleys projects, the Linden Alley Lighting Project will remain in place for 5 years once installed. Tentative installation date (January 2018) will be contingent on City approvals and permitting processes.

Technical Specifications & Installation
Standard LED string lights will be reinforced by aircraft cable and strung 15 feet above street level, in line with San Francisco Fire Department guidelines. The electrician will affix the string lights to building facades using a secure turnbuckle connection. Lanterns will be fabricated
using durable, lightweight metal sheets to withstand rain and wind. They will span 1.5-3 feet in width, and weigh 5-15 pounds. The project team will apply for a Temporary Occupancy Permit to install the lighting over the course of 2-3 days.

**Operations & Maintenance**

Friends of Linden Alley and San Francisco Public Works (PW) will be co-sponsors of the Linden Alley Lighting Project. The area surrounding the installation currently is and will continue to be maintained PW, but the installation will be the responsibility of Friends of Linden Alley for the entire term of the project. Please see “Draft Maintenance Agreement” for more details. Pending SFAC approval, the project team will submit plans to PW’s Bureau of Street Mapping for its review and approvals process, which will include referrals to the San Francisco Planning and Fire Departments.

**Friends of Linden Alley**

Friends of Linden Alley is a stewardship group comprised of residents, property owners, business owners on the block. This group provided invaluable feedback and support during the early project development period, prior to receiving the CCG Living Alleys Grant. Once the alley improvements are installed, the group will take responsibility for stewarding and maintaining the alley. Friends of Linden Alley will be an unincorporated association, of which Build Public will be a part.
Lantern Design

Select lanterns will cast shadow patterns down onto street. Others will flow without casting shadows.

Examples of potential patterns and projections
Renderings

Linden St, outside of retail shop Clare V

Linden St, outside of retail shop Dark Garden
Linden St, facing west toward Octavia Blvd
Linden Alley Lighting Project
DRAFT Maintenance Agreement

Overview
The Linden Alley Lighting Project by the Friends of Linden Alley is a street lighting installation on the 300-block of Linden Street in the Hayes Valley neighborhood. This area is maintained by San Francisco Public Works. This document outlines the maintenance plan for this installation for two years. The maintenance plan can be renewed at the end of two years.

Friends of Linden Alley (FLA) and San Francisco Public Works (SFPW) are cosponsors of this project. The area surrounding the installation is maintained by San Francisco Public Works, but the installation will be the responsibility of Friends of Linden Alley for the entire term of the project.

Timeline
This installation is assumed to be for five years, starting January 2018.

Maintenance Partners
Technical Maintenance
All elements of the art installation including foundations are the responsibility of FLA. The technical maintenance of the installation, including repairs and remedies to the elements and other modifications to the structure will be part of FLA’s core responsibilities.

Monthly Maintenance
FLA will conduct a monthly inspection of the art installation to survey and identify any deficiency, including graffiti, cleanliness, structural damage, missing elements and other safety-related issues. FLA will fix the issue within one week of their identification. If additional time is required, FLA will present Public Works with a plan to resolve the issue in a mutually-agreeable timeframe.

If not abated by FLA, Public Works has the option to fix the issue by using its own crews and/or to issue a notice of violation or correction. The cost of abatement in this case would be billed to FLA.

Protocol for Addressing Complaints and Removal
Remedy
If Public Works receives a public complaint regarding the installation, FLA will be notified of the issue and will have one week to address it. If the repair or rehabilitation requires additional time, FLA will present Public Works with a plan to resolve the issue in a mutually-agreeable timeframe.
If not abated by FLA, Public Works has the option to fix the problem by using its own crews and/or to issue a notice of violation or correction. The cost of remedy, in this case would be billed to FLA.

**Removal**
At any point in its term, if Public Works deems this installation unsafe, FLA will be asked to remove the installation. FLA will have one week to remove the installation upon notice. If additional time is required, FLA will present Public Works with a plan to resolve the issue in a mutually-agreeable timeframe.

If not removed in a timely manner, Public Works has the option to remove the installation using its own crews and/or to issue a notice of violation or correction. The cost of removal and restoring the hillside to safe conditions, in this case will be billed to FLA.

**End of Term:**
FLA will, upon end of installation term, remove and dispose the installation in a sustainable way. This involves reuse and recycling of the installed elements according to The San Francisco Green Building Code.¹

**Contact:**
Kelli Rudnick
Project Manager
San Francisco Public Works
415-558-4489
kelli.rudnick@sfdpw.org

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September 19-2016

Attn: Jillian Johnson
SF Community Challenge Grant Program Manager
Division of the City Administrator’s Office
1 Carlton B. Goodlett Place, City Hall Room 362
San Francisco CA 94102

Dear Jillian:

I would like to encourage you to support the grant application being submitted to the Living Alleys Community Challenge Grant Program by Build Public. As the owner of 315 Linden Street and co-creator of the original Linden Living Alley, I have observed the alley’s gradual positive transformation over the years, and the positive affect it has had on Hayes valley as a whole. I believe that interim activation and continued improvements of Linden Street would further enhance the shared alley and create an extraordinary public space for the benefit of the neighborhood.

I wholeheartedly support Build Public’s efforts to extend Living Alley improvements further down our block of Linden between Gough and Octavia. Please feel free to contact me with questions.

Thank you,

Loring Sagan
Property Owner, 315 Linden Street
loring@bldfs.com
September 2, 2016

Attn: Jillian Johnson
SF Community Challenge Grant Program Manager
Division of the City Administrator’s Office
1 Carlton B. Goodlett Place, City Hall Room 362
San Francisco CA 94102

Dear Jillian:

It is my pleasure to communicate my support of the grant application being submitted to the Living Alleys Community Challenge Grant Program by Build Public, to improve Linden Street between Gough and Octavia Streets. As a property owner on the alley, I have observed its gradual positive transformation over the years, and I believe that interim activation and improvements of Linden Street would further enhance the shared alley and create an extraordinary public space for the benefit of the neighborhood.

I fully support Build Public’s efforts to extend Living Alley improvements further down our block of Linden between Gough and Octavia. Please feel free to contact me with questions.

Thank you,

George McNabb
Property Owner, 300 Linden St
gmcnabb@paragon-re.com
August 26, 2016

Attn: Jillian Johnson
SF Community Challenge Grant Program Manager
Division of the City Administrator’s Office
1 Carlton B. Goodlett Place, City Hall Room 362
San Francisco CA 94102

Dear Jillian:

It is my pleasure to communicate to you my support of the grant application being submitted to the Living Alleys Community Challenge Grant Program by Build Public, to improve Linden Street between Gough and Octavia Streets. As the owner of 451 Hayes Street, I have observed this street’s gradual positive transformation over the years, and I believe that interim activation and improvements of Linden would further enhance the shared alley and create an extraordinary public space for the benefit of the neighborhood.

I fully support Build Public’s efforts to extend Living Alley improvements further down our block of Linden between Gough and Octavia. Please feel free to contact me with questions.

Thank you,

Tom Taylor
Owner, 451 Hayes Street
tomtaylorsf@gmail.com
(415) 269-6988
September 15, 2016

Attn: Jillian Johnson  
SF Community Challenge Grant Program Manager  
Division of the City Administrator’s Office  
1 Carlton B. Goodlett Place, City Hall Room 362  
San Francisco CA 94102  

RE: Build Public & the Community Challenge Grant Program

Dear Jillian,

As president of the Hayes Valley Neighborhood Association, I am writing to express my support of Build Public’s proposal for a Living Alley Community Challenge Grant on Linden Alley. HVNA was a partner with Build, Inc. and others, in the original demonstration project on Linden Alley, between Octavia and Gough Streets, completed several years ago. Now, Build Public’s proposal to extend the living alley the full length of this block of Linden Alley is welcomed. Creating public space in small, shared places will provide extraordinary opportunities for public benefit.

The Market/Octavia Better Neighborhood Plan (of which HVNA was a lead organizer) calls for living alleys, and Linden Alley, with its proximity to Patricia’s Green, will continue to develop the vision of how a living alley can change how residents interact on small side streets in our neighborhood.

The proposed design has the full support of the neighborhood association, and many of its members who have businesses or residences on this part of Linden Alley also enthusiastically support this proposal. We all now understand the value of activating and greening living alleys, with cars sharing the space.

I fully support Build Public’s proposal to extend Living Alley improvements the full block of Linden between Gough and Octavia. I happy to answer any questions or provide further information about the Living Alley program in Hayes Valley.

Sincerely,

Gail Baugh  
President, Hayes Valley Neighborhood Association  
Gailbaugh40@gmail.com  
415-265-0546
August 29, 2016

Attn: Jillian Johnson
SF Community Challenge Grant Program Manager
Division of the City Administrator’s Office
1 Carlton B. Goodlett Place, City Hall Room 362
San Francisco, CA 94102

Dear Jillian:

I am writing to communicate to you my support of the grant application being submitted to the Living Alleys Community Challenge Grant Program by Build Public, to improve Linden Street between Gough and Octavia Streets. As the lessee of 342 Linden Street (Octavia Plan Lot K + Lot L), I have observed this street’s gradual positive transformation over the years, and I believe that interim activation and improvements of Linden would further enhance the shared alley and create an extraordinary public space for the benefit of the neighborhood.

This project mirrors the efforts that we have taken at PROXY to foster community through the design and maintenance of public space. Because of our similar goals, I support Build Public’s efforts to extend Living Alley improvements further down our block of Linden between Gough and Octavia. Please feel free to contact me with questions.

Thank you,

[Signature]

Leila Khosrovi
PROXY Site Manager
leila@envelopeAD.com
September 19, 2016

Attn: Jillian Johnson  
SF Community Challenge Grant Program Manager  
Division of the City Administrator’s Office  
1 Carlton B. Goodlett Place, City Hall Room 362  
San Francisco, CA 94102

Dear Jillian:

It is my pleasure to convey my support for the grant application being submitted to the Living Alleys Community Challenge Grant Program by Build Public, to improve Linden Street between Gough and Octavia Streets. As one of the owners of Biergarten, located at the corner of Octavia and Linden, I have observed this street’s gradual positive transformation over the years, and I believe that interim activation and improvements of Linden would further enhance the shared alley and create an extraordinary public space for the benefit of the neighborhood.

I fully support Build Public’s efforts to extend Living Alley improvements further down our block of Linden between Gough and Octavia. Please feel free to contact me with questions.

Thank you,

[Signature]

Aaron Hulme  
Business Owner, Biergarten  
aaronhulme@mac.com
August 25, 2016

Brooke Ray Rivera
Executive Director
Build Public
315 Linden Street
San Francisco, CA  94102

Dear Brooke Ray:

It is my pleasure to write a letter in support of the Linden Living Alley Grant application being submitted to the Market-Octavia Living Alleys program by Build Public. As the Founder and Owner of Smitten Ice Cream on Linden Street, I have observed its gradual transformation over the years, and believe that interim activation and improvements would further enhance the shared alley and create an extraordinary public space.

I fully support the concept of extending Living Alley improvements further down the block of Linden St, between Gough and Octavia.

Sincerely,

Robyn Sue Fisher
Proprietor, Smitten Ice Cream
robyn@smittenicecream.com
September 12, 2016

Attn: Jillian Johnson  
SF Community Challenge Grant Program Manager  
Division of the City Administrator’s Office  
1 Carlton B. Goodlett Place, City Hall Room 362  
San Francisco CA 94102

Dear Jillian:

It is my pleasure to communicate my support of the grant application being submitted to the Living Alleys Community Challenge Grant Program by Build Public, to improve Linden Street between Gough and Octavia Streets. As a business owner on the alley, I have observed its gradual positive transformation over the years, and I believe that interim activation and improvements of Linden Street would further enhance the shared alley and create an extraordinary public space for the benefit of the neighborhood.

I fully support Build Public’s efforts to extend Living Alley improvements further down our block of Linden between Gough and Octavia. Please feel free to contact me with questions.

Thank you,

Tim McLaughlin  
Streets of San Francisco Bike Tours, Co-Founder and Manager  
tim@sosfbiketour.com
September 16, 2016

Attn: Jillian Johnson
SF Community Challenge Grant Program Manager
Division of the City Administrator’s Office
1 Carlton B. Goodlett Place, City Hall Room 362
San Francisco CA 94102

Dear Jillian:

It is my pleasure to communicate my support of the grant application being submitted to the Living Alleys Community Challenge Grant Program by Build Public, to improve Linden Street between Gough and Octavia Streets. As a business owner on the alley, I have observed its gradual positive transformation over the years, and I believe that interim activation and improvements of Linden Street would further enhance the shared alley and create an extraordinary public space for the benefit of the neighborhood.

I fully support Build Public’s efforts to extend Living Alley improvements further down our block of Linden between Gough and Octavia. Please feel free to contact me with questions.

Thank you,

Tae Kim
Domport Auto Body
domportautobody@yahoo.com
September 13, 2016

Attn: Jillian Johnson
SF Community Challenge Grant Program Manager
Division of the City Administrator’s Office
1 Carlton B. Goodlett Place, City Hall Room 362
San Francisco CA 94102

Dear Jillian:

It is my pleasure to communicate my support of the grant application being submitted to the Living Alleys Community Challenge Grant Program by Build Public to improve Linden Street between Gough and Octavia Streets. I have worked on Linden Street for nearly eight years, and been a resident on the street for the past four. I have observed its gradual positive transformation in that time. I believe that interim activation and improvements of Linden Street would further enhance the shared street and create an extraordinary public space for the benefit of the neighborhood.

Hayes Valley is a vibrant, close-knit neighborhood. I feel there is still much untapped potential for our small street. I hope that these improvements can create a community space on Linden Street that is both safer and more enticing, while maintaining its unique character. Dark Garden is happy to do its part to help maintain the atmosphere of welcome and creativity if this grant application is improved.

I fully support Build Public’s efforts to extend Living Alley improvements further down our block of Linden between Gough and Octavia. Please feel free to contact me with questions.

Thank you,

Marianne Faulkner
Associate Creative Director, Dark Garden
hello@darkgarden.com
September 20, 2016

Attn: Jillian Johnson
SF Community Challenge Grant Program Manager
Division of the City Administrator’s Office
1 Carlton B. Goodlett Place, City Hall Room 362
San Francisco CA 94102

Dear Jillian:

It is my pleasure to communicate my support of the grant application being submitted to the Living Alleys Community Challenge Grant Program by Build Public, to improve Linden Street between Gough and Octavia Streets. As the Manager of the Blue Bottle Coffee at 315 Linden Street, I have observed this street’s gradual positive transformation over the years, and I believe that interim activation and improvements of Linden would further enhance the shared alley and create an extraordinary public space for the benefit of the neighborhood.

I fully support Build Public’s efforts to extend Living Alley improvements further down our block of Linden between Gough and Octavia. Please feel free to contact me with questions.

Thank you,

[Signature]
Tanner Borskey
Manager, Hayes Valley Kiosk
tanner@bluebottlecoffee.com
September 20, 2016

Attn: Jillian Johnson
SF Community Challenge Grant Program Manager
Division of the City Administrator’s Office
1 Carlton B. Goodlett Place, City Hall Room 362
San Francisco CA 94102

Dear Jillian:

It is my pleasure to communicate my support of the grant application being submitted to the Living Alleys Community Challenge Grant Program by Build Public, to improve Linden Street between Gough and Octavia Streets. As founding partner of BUILD, a business located at 315 Linden Street, I have observed the alley’s gradual positive transformation over the years, and I believe that interim activation and improvements of Linden Street would further enhance the shared alley and create an extraordinary public space for the benefit of the neighborhood.

I fully support Build Public’s efforts to extend Living Alley improvements further down our block of Linden between Gough and Octavia. Please feel free to contact me with questions.

Thank you,

Lou Vasquez
Principal, Managing Director, Build
lou@bldsfc.com
September 22, 2016

Attn: Jillian Johnson  
SF Community Challenge Grant Program Manager  
Division of the City Administrator’s Office  
1 Carlton B. Goodlett Place, City Hall Room 362  
San Francisco CA 94102

Dear Jillian:

It is my pleasure to communicate my support of the grant application being submitted to the Living Alleys Community Challenge Grant Program by Build Public, to improve Linden Street between Gough and Octavia Streets. As the founding partner of Macy Architecture, a business located at 315 Linden Street, I have observed the alley’s gradual positive transformation over the years, and I believe that interim activation and improvements of Linden Street would further enhance the shared alley and create an extraordinary public space for the benefit of the neighborhood.

I fully support Build Public’s efforts to extend Living Alley improvements further down our block of Linden between Gough and Octavia. Please feel free to contact me with questions.

Thank you,

Mark Macy  
Principal, Macy Architecture  
mark@macyarchitecture.com
September 15, 2016

Attn: Jillian Johnson
SF Community Challenge Grant Program Manager
Division of the City Administrator’s Office
1 Carlton B. Goodlett Place, City Hall Room 362
San Francisco CA 94102

Dear Jillian:

It is my pleasure to communicate my support of the grant application being submitted to the Living Alleys Community Challenge Grant Program by Build Public, to improve Linden Street between Gough and Octavia Streets.

ArtSpan is excited to partner with Build Public to identify a local professional artist and support the installation of a street mural on Linden Alley, if the grant is awarded. This type of interim activation would further enhance the shared alley, and create extraordinary public art for the benefit of the neighborhood.

ArtSpan has been hosting SF Open Studios throughout San Francisco for over 40 years. We believe that art is a vital force for community engagement, and by collaborating with community-conscious artists, designers and developers, neighborhoods thrive.

I fully support Build Public’s efforts to extend Living Alley improvements, and contribute to the vibrant arts character of the neighborhood. Please feel free to contact me with questions.

Thank you,

Joen Madonna
Executive Director, ArtSpan
jmadonna@artspan.org
August 31, 2016

Attn: Jillian Johnson
SF Community Challenge Grant Program Manager
Division of the City Administrator’s Office
1 Carlton B. Goodlett Place, City Hall Room 362
San Francisco CA 94102

Dear Jillian:

We at San Francisco Beautiful are thrilled to support the grant application submitted by Build Public for the Living Alleys Community Challenge Grant Program to improve Linden Street between Gough and Octavia Streets. We are so pleased with the neighborhood’s positive transformation over the years, and we think that interim activation and improvements of Linden would further enhance the shared alley and create an extraordinary public space for the benefit of the neighborhood.

Alley activation utilizing art is an exciting and positive use of extending public open space and I fully support Build Public’s efforts to create a an artistic and unique environment with the planned improvements of Linden between Gough and Octavia. Please feel free to contact me with any questions that you may have.

Very truly yours,

[Signature]

Darcy Brown
Executive Director
San Francisco Beautiful
darcy@sfbbeautiful.org
415-421-2608
September 16, 2016

Attn: Jillian Johnson
SF Community Challenge Grant Program Manager
Division of the City Administrator’s Office
1 Carlton B. Goodlett Place, City Hall Room 362
San Francisco CA 94102

Dear Jillian:

On behalf of Walk San Francisco and our members, we are writing to express our support for the grant application being submitted to the Living Alleys Community Challenge Grant Program by Build Public, to improve Linden Street between Gough and Octavia Streets.

As a nonprofit working to reclaim streets as safe, shared spaces for everyone to enjoy, and as a nearby office building tenant at 333 Hayes Street, we have both enjoyed and promoted the benefits of Linden’s shared street design, which encourages public use and creates a traffic-calmed, neighborhood street, while also addressing accessibility needs for walkers and rollers of all abilities.

Build Public’s proposal to continue to transform Linden Alley through a series of interim activation and streetscape improvements would further enhance this precedent-setting example of a shared street, and create an extraordinary public space for the benefit of the neighborhood.

The addition of a street mural and pedestrian-scaled, string and sidewalk lighting will further enhance accessibility and safety for people walking on Linden throughout the day. Moreover, as retail, office and residential building increases per the guidelines of the Market & Octavia Area Plan, which specifically highlights making streets safe and attractive places to walk, bike, and meet as one of its primary goals, the value of Linden Alley, as a publicly-shared open space, will only increase.

Walk SF fully supports Build Public’s efforts to extend Living Alley improvements further west along the block of Linden between Gough and Octavia and looks forward to progress that fully realizes the Market Octavia Living Alleys Program where a network of streets, including not only Linden, but also Lily, Hickory and others, offer robust pedestrian amenities, placemaking, and greening to support environmental sustainability and further enhance benefits to the community.

Sincerely,

Natalie Burdick
Outreach Director