



JCDecaux Conceptual Design Approach

for Replacement Public Toilets and Kiosks

PRESENTATION TO THE CIVIC DESIGN REVIEW COMMITTEE
OF THE SF ARTS COMMISSION



MAY 15, 2017

OVERVIEW

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, upon approval by the Arts Commission and other review agencies, to enter into a new contract by September to avoid a gap in the maintenance and management of the street furnishings.

Currently, there are 114 kiosks and 25 toilets in the city which would be replaced by new facilities in the same locations as the existing. The existing kiosks and toilets were originally installed by JCDecaux more than 20 years ago and they have been continuously managing and maintaining them for that period of time. Recently, San Francisco Public Works has created a socially innovative monitoring program at five 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.

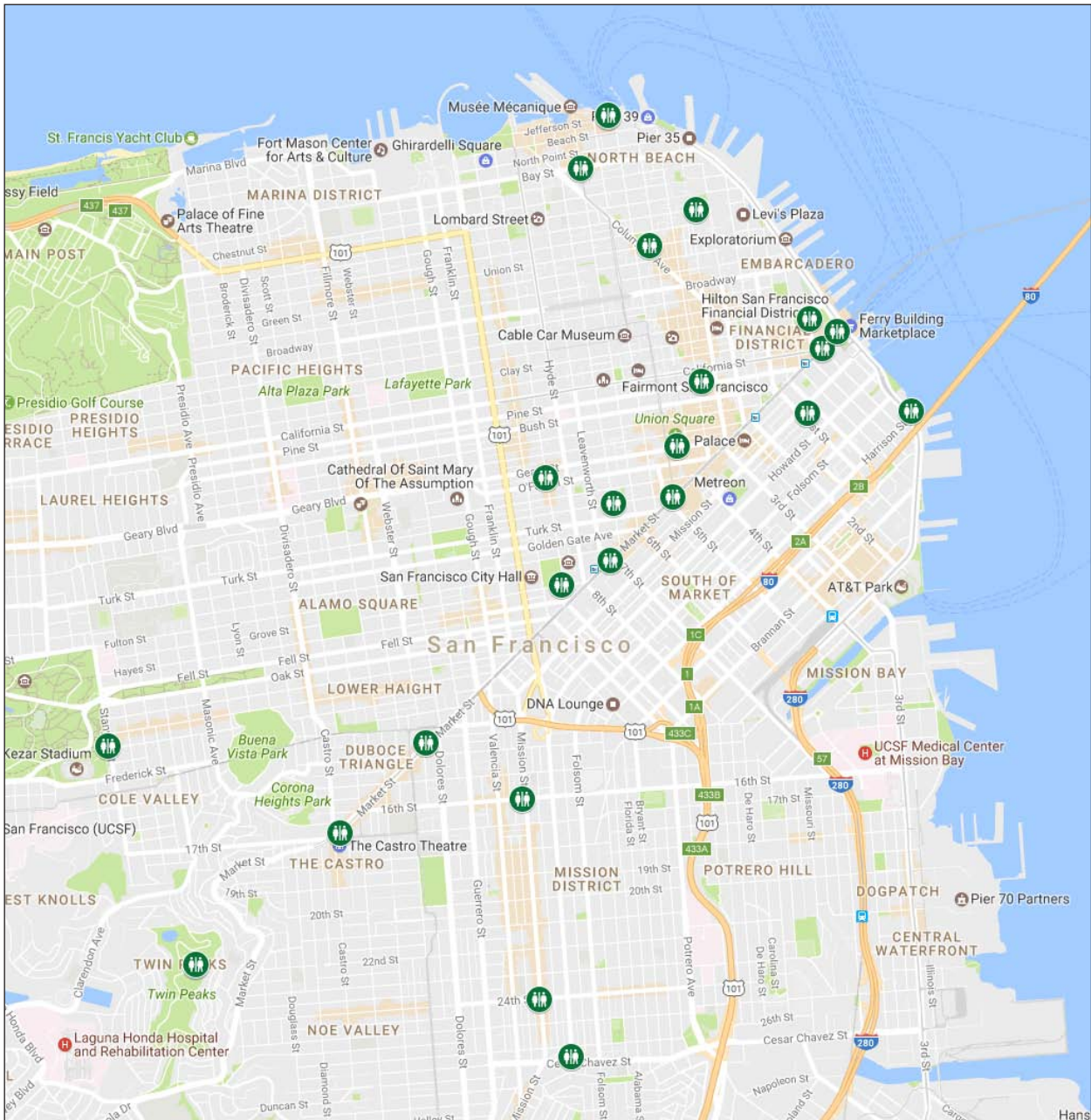
It is important to note that JCDecaux has extensive international experience which demonstrates a high quality of design, fabrication and implementation as well as management and maintenance. Their street furnishings in cities around the world not only provide needed services and a source of revenue to off-set costs but also contribute to the creation of a successful and vibrant public realm.



Boston, Massachusetts



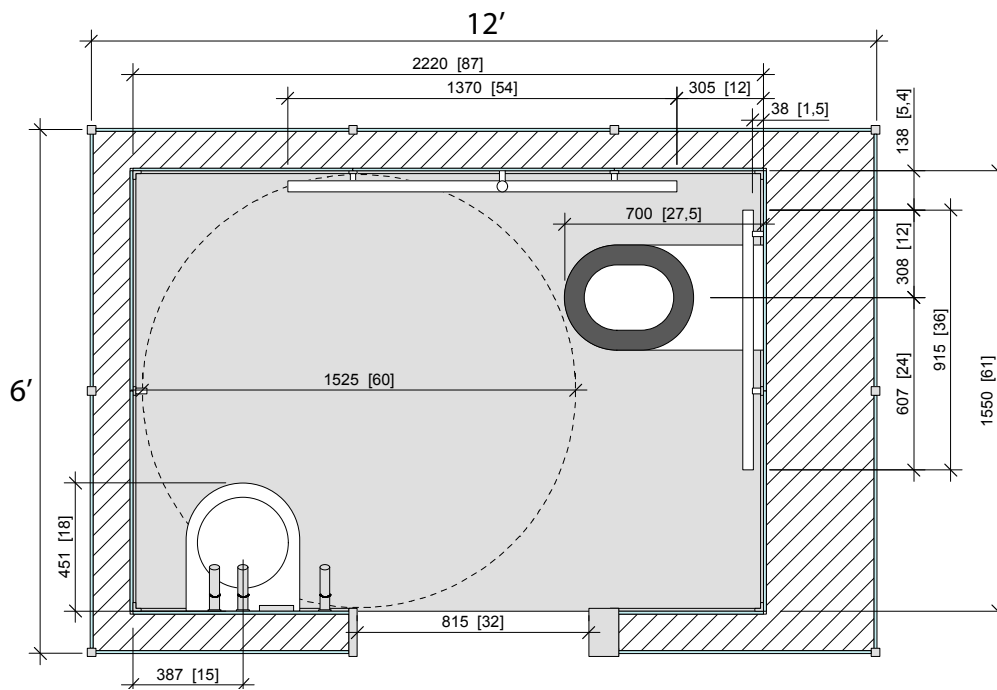
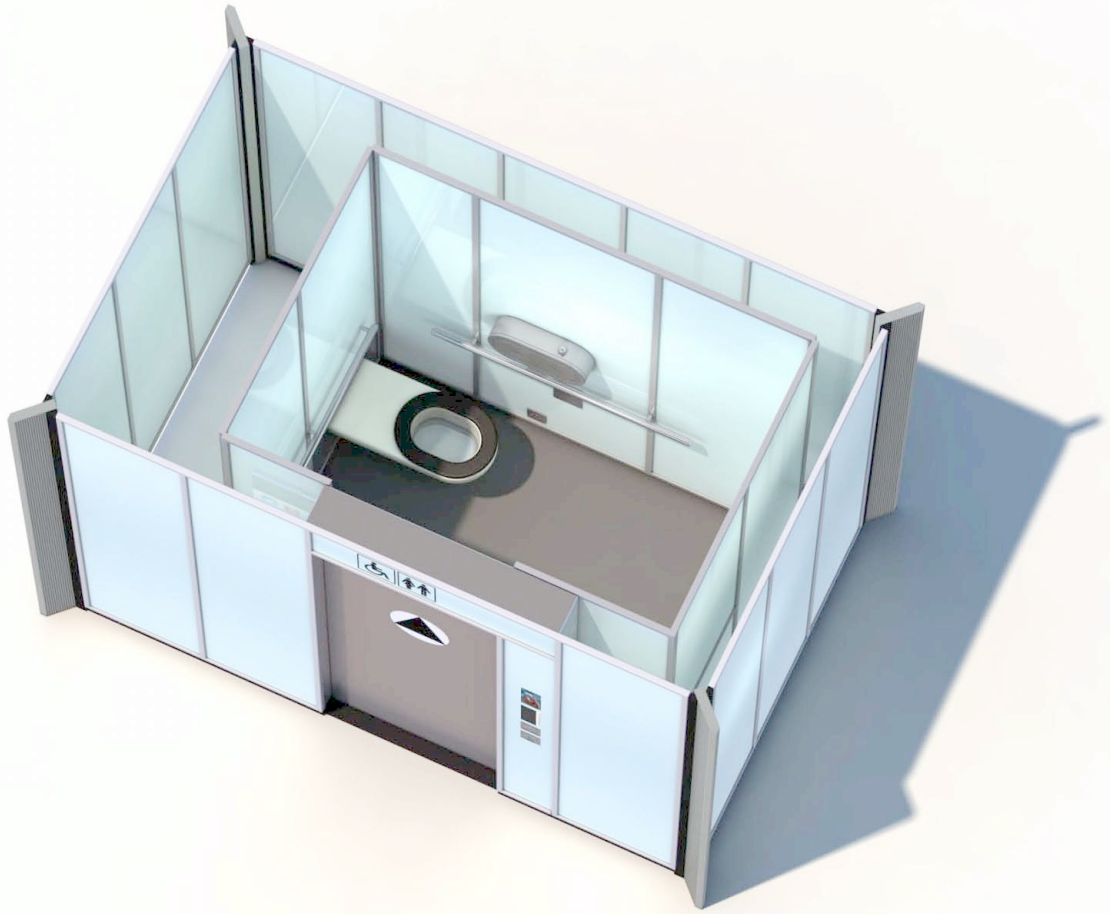
Baku, Azerbaijan



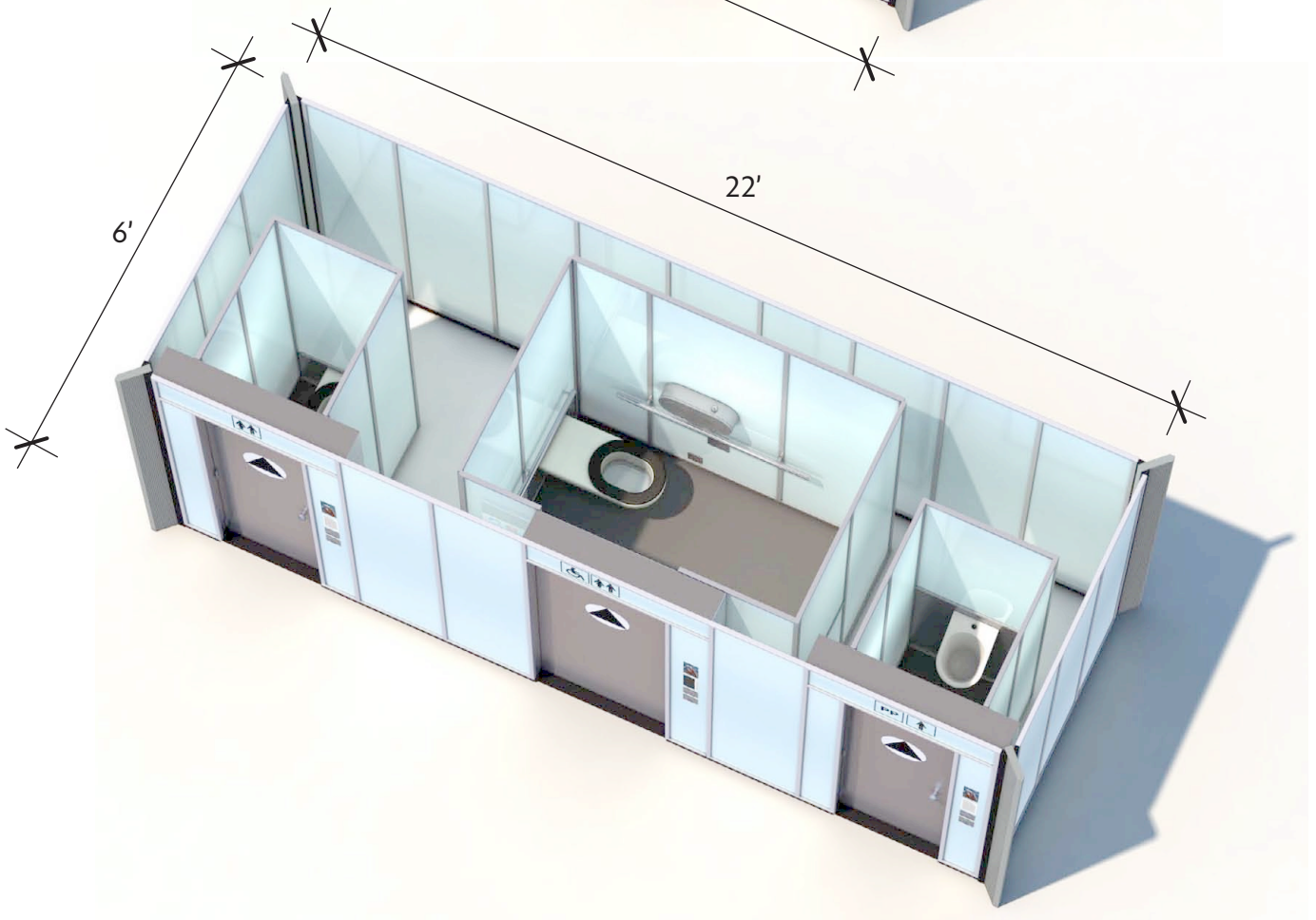
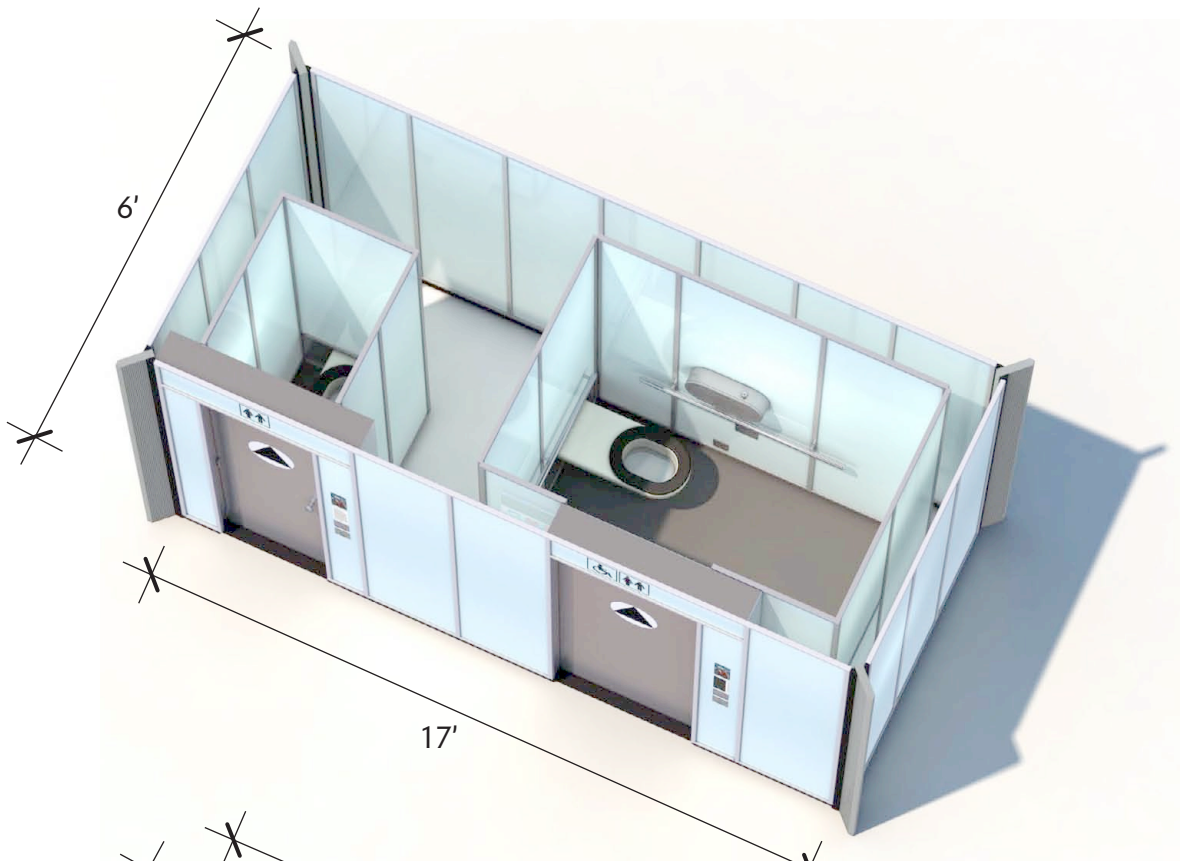
EXISTING LOCATIONS - 25 PUBLIC TOILETS



EXAMPLES OF SAN FRANCISCO TOILETS



PRELIMINARY TOILET LAYOUT: SINGLE MODULE ADA COMPLIANT



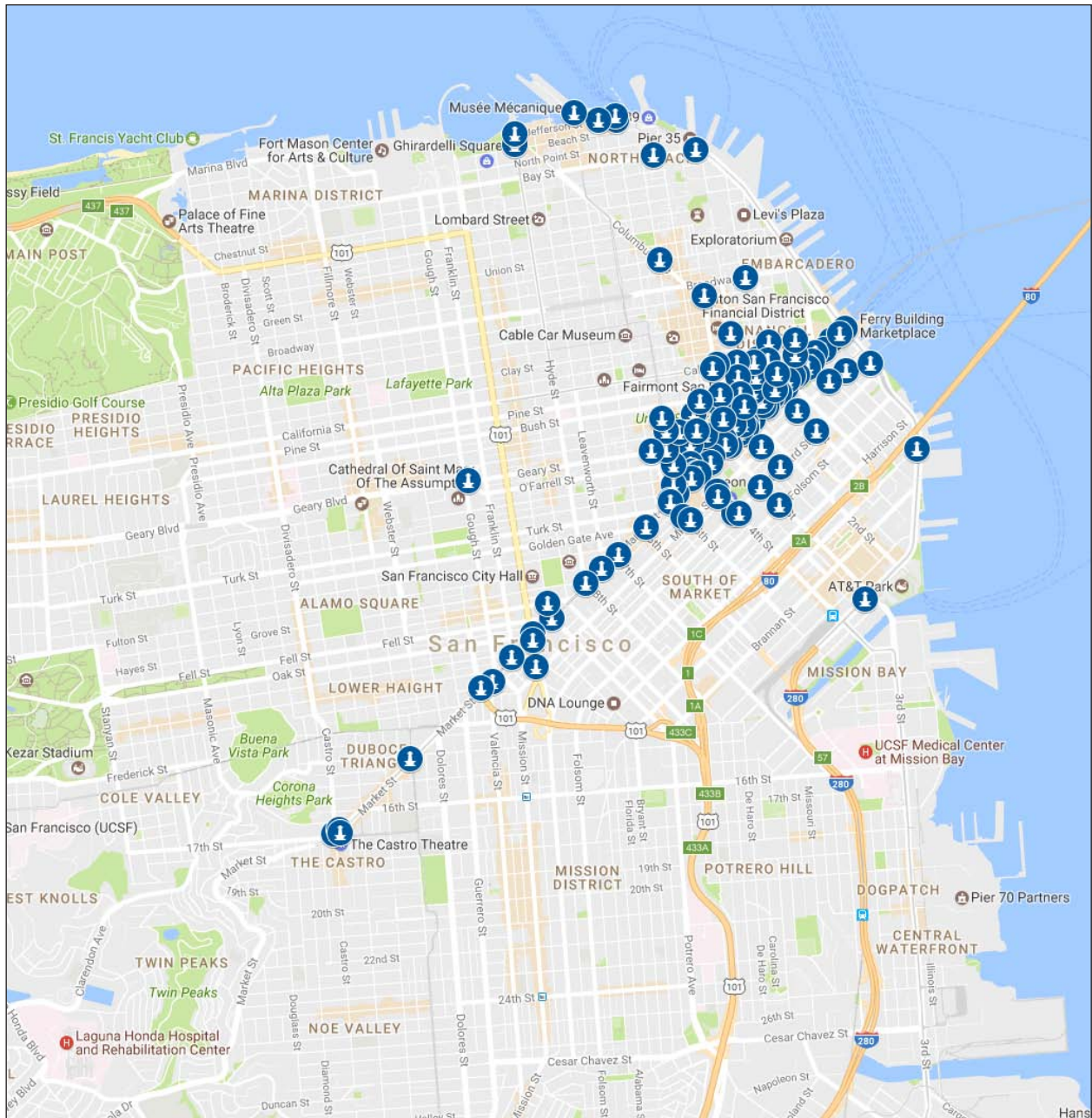
PRELIMINARY TOILET LAYOUT: TWO AND THREE MODULES



EXAMPLES OF MODERN JCDECAUX TOILETS



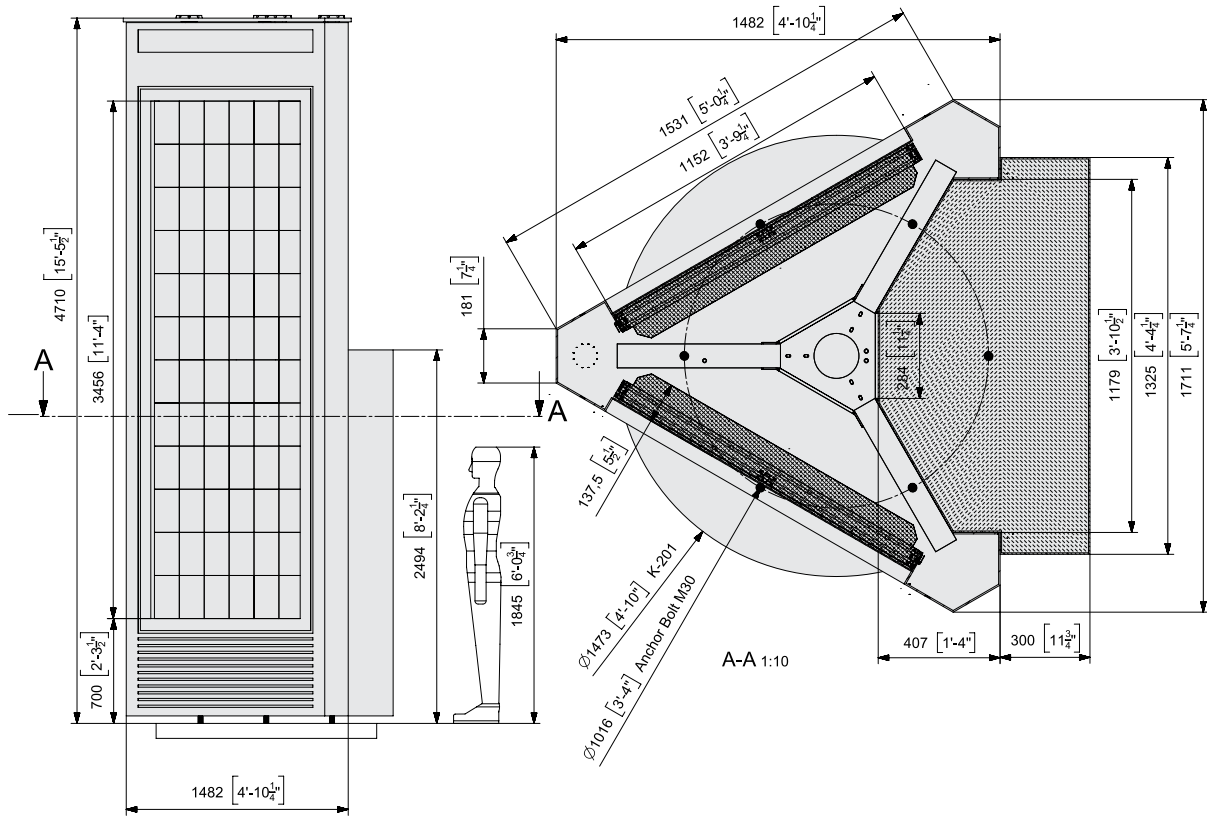
EXAMPLES OF MODERN JCDECAUX TOILETS



EXISTING LOCATIONS - 114 KIOSKS



EXAMPLES OF SAN FRANCISCO KIOSKS



PRELIMINARY DESIGNS OF MULTI-FUNCTION KIOSKS

DESIGN APPROACH

The purpose of this presentation is to describe the design approach to the replacement of streetscape furnishings within San Francisco's public realm. Firstly, the design would pursue a modern vocabulary that speaks to this time and place and is fitting to a cosmopolitan city. It would not pursue a thematic historicism that characterizes the current fixtures and recalls an era dating back more than 100 years.

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 wide; two modules that join to become 17 feet wide; and three modules with three toilets/sinks that are 22 feet wide. Beyond three modules, a separate toilet grouping would be utilized, to accommodate the need and where space allows. The public toilets would also offer specific optional amenities and features that address environmental sustainability, district identity and scale.

The quality and character of the public realm are influenced by people and activity, landscape and nature, individual buildings, and the urban context. The design approach would complement these influences in an appropriate manner, allowing the image and identity of place to be revealed on its own terms. The furnishings would be conceived as background elements that are well fitted to the environment - not as foreground elements that demand attention or strive to impart a derived identity for a place.

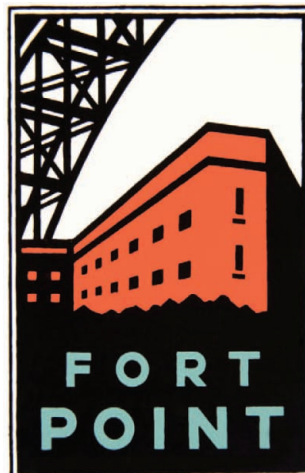
In that regard, it is important to note that the public toilets, in particular, are a service function. They provide for a private activity in a public setting. They should blend in elegantly and quietly. They should not dominate visually nor become an attention grabber. The kiosk, on the other hand, 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 also become an eddy in the stream of movement drawing pedestrians in to tarry, find their path, become informed or heighten an understanding of place.

Each of these elements – the kiosk and the public toilet - needs 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 larger 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 provid-

ing 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.

Finally, the dimension of time should be considered in the design of street furnishings. 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.

At this first meeting of the Civic Design Review Committee, we are seeking input on the basic design approach that we have articulated herein. At the next meeting, we would incorporate your input and bring specific developed designs for the kiosks and toilets for your further review and consideration.



EXAMPLES OF IDENTITY GRAPHICS