

**STEP 1 COMMUNITY WORKSHOPS**

# THINK TANK & IDEA LABS OVERVIEW

## GOAL OF THINK TANK

Lead four (4) small group meetings with 10-15 representatives from community organizations in the Central Market District (the “Think Tank”) to (1) develop a list of priority needs and key considerations to inform prototype proposals for Central Market; and (2) allow the Think Tank to develop their own prototype for inclusion in the festival, based on the needs/considerations they’ve identified.

01

### IDEA LAB 1

Collectively create a list of recommendations and considerations for prototypes, e.g. inspiring social spaces, etc.

Collectively create a list of priority needs/issues to be addressed by Central Market Prototypes.

02

### IDEA LAB 2

Walk together in groups of 4-5 through the neighborhood to discuss key areas & what you could envision in those areas to address a need or to draw attention to a unique quality of those areas.

Come back together & discuss.

03

### IDEA LAB 3

Designers present 2-3 prototype design options to the Think Tank.  
Create a list of improvements that are needed to refine the design.

04

### IDEA LAB 4

Designers presents a revised draft of the favored prototype. Meeting offers interactive activities to get a final round of feedback from the Think Tank before fabrication begins.

# 01 IDEA LAB 1

## GOALS

Think tank members get to know each other, the facilitators, and the designers. Cull opinions and observations about the neighborhood & develop them into shared goals and values for the prototype.

## MATERIALS

Flip chart + marker  
Index cards + pens  
Street view photocollage printed on long sheets  
Post-its

## AGENDA (2 hrs)

- Team/Project Introduction, Meeting & Prototyping Festival Overview, Introduction to Gehl Evaluation Tool.
- ACTIVITY 1 - Think Tank Introductions, Group Goals: Distribute 1 index card and marker to each attendee to answer the questions below. Share answers with group.



# 01

## IDEA LAB 1

- a. What is one priority project or goal that your organization is working towards over the next few years?
- b. What is one key challenge your organization faces in reaching your goals?

### ACTIVITY 2 - Challenges and Opportunities

Break into groups of 5-6 street view collages. Summarize comments on the assigned post-it color, and place it on the map where appropriate:

COLOR 1 -- What is working well in this area? What physical design elements, community institutions, or other assets are important?

COLOR 2 -- What challenges exist here?

COLOR 3 -- What responses could address these challenges? What responses have you or others tried already?



### ACTIVITY 3: Prioritizing Issues

Distribute 1 index card to each attendee. Everyone takes 1 minute to write a response to the following prompt: Name one specific challenge or need that you think could be addressed through a prototype in the Central Market District. Everyone shares ideas with one other person, taking stock of similarities and differences. Once all have shared, facilitator leads full group in reflection of common threads.

# 02

## IDEA LAB 2

### GOALS

Further cull opinions and observations about the neighborhood through a group site walk & develop them into shared goals and values for the prototype.

### MATERIALS

- Flip chart + marker
- Index cards + pens
- Street view photocollage printed on long sheets
- Post-its

### AGENDA (2 hrs)

- **SITE WALK:** In groups of 4-5 led by a facilitator, walk the streets of your designated area & discuss what is working well in this area, what is not working, what are the challenges, and how a prototype might address the needs of these areas. After 30 minutes, all groups come back together to discuss.  
*[Sitting down somewhere people can hear each other]*
- **MEETING 1 RECAP:** Kick off with 5-minute recap of Meeting 1 outcomes: recommendations and considerations for all Central Market design teams; and priority needs/issues list. Present additional public space installations or prototypes that map closely with the priority issues to inspire creative ideas with more specific content, and help people understand how their priority issue/s can translate into a prototype.
- **SOLUTIONS BRAINSTORM:** Help attendees brainstorm ideas for prototypes that would address a priority need/issue. Attendees break up into small teams of 3-4 people, each at their own table with 1 project team member present to encourage and spark ideas. Table groups spend 20 minutes brainstorming ideas for prototypes in response to a top issue. Table facilitator takes notes to record key elements/functions of the prototype as it is



described.

## MEETING EVALUATION WORKSHEET

### MEETING EVALUATION

*Please take a moment to fill out the questions below. Your feedback about this meeting will help us improve for the next one!*

1. Name and Organization (optional) \_\_\_\_\_

2. What do you think was most successful about today's meeting?

3. What could we have done better?

4. Please share any additional reflections on today's event. Did you learn something new from colleagues or the project team? Did you hear anything that surprised you? Did the meeting spark any ideas or connections? Etc. Please use the back of this sheet if necessary.



# 03

## IDEA LAB 3

### GOALS

Designers present 3 design options alongside Think Tank’s shared values. Evaluate each of the 3 designs’ fulfillment of the goals. Vote on preferred option, and discuss areas of improvement.

### MATERIALS

Projector

### AGENDA (2 hrs)

- DESIGN OPTION PRESENTATION:
  - a) Present word cloud of “What You Said” summarizing comments, values, desires, etc. of Think Tank. Present modified Gehl Evaluation Metric which includes new criteria for assessing success of the designs.
  - b) Present design concept, mood board, plan, renderings, etc.
- OPEN DISCUSSION: Present all 3 options before opening the floor for discussion. Go around the room asking people for their thoughts.
- VOTING PERIOD: Go around room asking people to vote for their preferred option.



RATED G  
WAYFINDING



BIG DATA  
STORYTELLING



SWALLOWTAIL  
WAYFINDING  
STORYTELLING  
URBAN SANCTUARY

PROTOTYPE DESIGN EVALUATION METRIC

WELL-BEING

- Does the prototype make people comfortable and happy?
- Creates human scale space & comfort
  - Encourages healthy behavior and activities
  - Makes necessary activities easier or more fun
  - Improves safety

SOCIAL IMPACT

- Does the prototype encourage the social life of the space?
- Draws people to it
  - Promotes staying activities
  - Fosters casual / passive mixing
  - Fosters active mixing / conviviality

ACCESSIBILITY

- Create a prototype that is accessible and readable to diverse populations.
- Must include disabled access for all parts of program.

GEHL METRIC

Based on post-Festival evaluation conducted by Gehl Architects



OUR ADDITIONS

Based on the Idea Lab discussions with Central Market Community Organization Leaders

MIXING SPACE

- Does the prototype help people who need it?
- Creates opportunity for empowerment
  - Builds capacity in individuals / citizens
  - Builds capacity in organizations / groups
  - Makes under-represented groups more visible
  - Culturally inclusive
  - Supports family/children

POLICY & SYSTEMS

- Does the prototype address larger urban systems?
- Meets an unmet need
  - Has potential to scale up to multiple installations
  - Synergizes with urban systems
  - Supports / connects urban strategy or policy
  - Creates impactful precedent

PARTICIPATION

- Provide opportunities for people to make, build, or create.
- Community makes its mark, promotes ownership

ORIENTATION

- Provide information to "unlock" unknown elements of Central Market.
- Showcase local history. Promote cultural visibility.

WHAT YOU SAID...





# 04

## IDEA LAB 4

### GOALS

Designers present final design. Discuss last-minute areas of improvement. Solicit wayfinding content & programming ideas.

### MATERIALS

Projector  
Scale Model of Prototype

### AGENDA (2 hrs)

- DESIGN OPTION PRESENTATION: Present modified design concept & details.
- OPEN DISCUSSION: Go around the room asking people for their thoughts on the design & content for wayfinding graphics.
- WAYFINDING CONTENT: Ask Think Tank to provide most notable services, organizations, and landmarks of Central Market. Categorize into groups. Later follow-up with an email link to a spreadsheet to have Think Tank members vet out content. See Design section for more details on graphics generation.



**STEP 2 DESIGN PROCESS**

# PROTOTYPE DESIGN PROCESS - STRUCTURE

01

## DESIGN CONCEPT

Working off prioritized, collective goals of the Think Tank brainstorm 3 design concepts. Evaluate how the designs fulfill the goals.

02

## DESIGN DEVELOPMENT

Present 3 options to the Think Tank, select one by popular vote, and incorporate their feedback into the final design.

03

## CONSTRUCTION DOCUMENTATION

Create drawings and a 3d model for fabrication.

# PROTOTYPE DESIGN PROCESS - GRAPHICS, WAYFINDING

01

## DESIGN CONCEPT

Create a logic for wayfinding on the countertops. Arrows pointing in the direction of the organization or place accompanied by a description and distance/average walking time.

02

## DESIGN DEVELOPMENT

Create a spreadsheet of these key organizations and places along with descriptions to vet out with the Think Tank. Edit down to a manageable number.

03

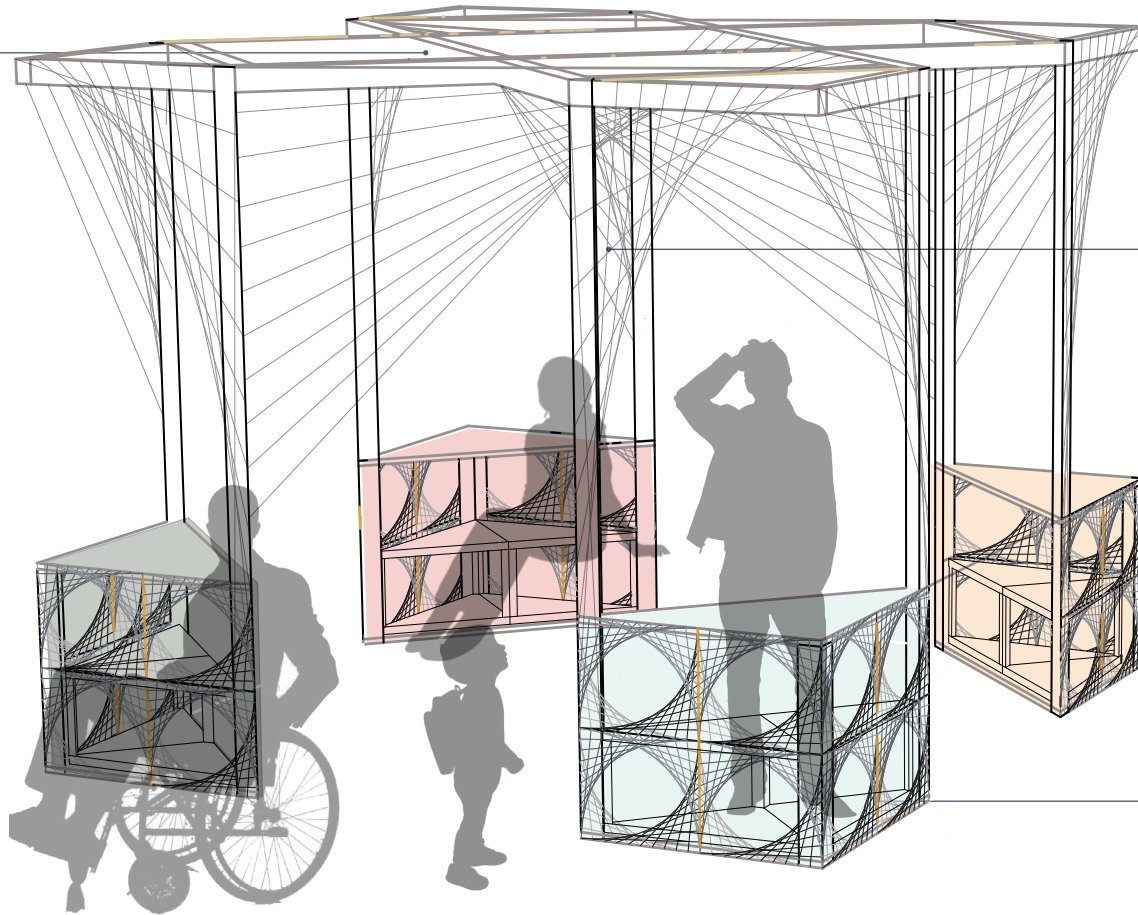
## CONSTRUCTION DOCUMENTATION

Create an Adobe Illustrator file to send out for vinyl graphics production.

# PROTOTYPE DESIGN PROCESS - STRUCTURE - MATERIALS

Natural, minimal to reinforce the installation's reference to nature, preservation, & the butterfly

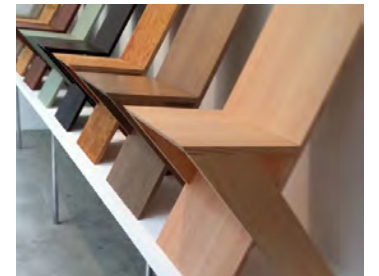
(4)-SOLAR-POWERED SPOT LIGHTS



CLOTHESLINE ROPE



PLYWOOD TABLES, STOOLS, & STRUCTURE













# GRAPHIC DESIGN - MAPMAKING

Swallowtails find their way through the London plane trees along Market Street. The Community Prototype serves as a focal point for visitors to locate various organizations and landmarks that provide essential services in the Mid-Market District.

The graph on the right shows the directions of 27 organizations, representing cultural institutions, public spaces, social service groups and housing facilities located around the Swallowtail. By mapping out their respective direction and distance from the Community Prototype, we discovered these patterns can generate informative visual images that help visitors identify these organizations.



Map of Neighborhood Assets

# GRAPHIC DESIGN - MAPMAKING

The Community Prototype contains four triangular pillars pointing at northeast, southeast, southwest, and northwest. We divide these organizations into three groups based on their direction from the Swallowtail.

The tabletop graphics on three pillars contain information on these organizations including their direction, walking distance and mission statement. The triangular indicators point towards these organizations. Wide triangles indicate a shorter walking distance, and narrow triangles indicate a longer walking distance. When we put together these visual images, we have approached these organizations and informed them that their names and mission statements would appear on the Swallowtail.



☑ NW PILLAR



☑ NE PILLAR



☑ SW PILLAR



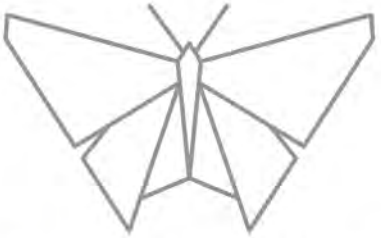
☑ SE PILLAR

Fabrication Drawings of Tabletop Graphics



# GRAPHIC DESIGN - PROGRAMMING

Yerba Buena Center for the Arts coordinated programming for the Swallowtail, including voter registration, bike tours, performances, and arts workshops.



## SWALLOWTAIL

As you walk along Market Street, you may spot Western Tiger Swallowtails, butterflies that typically inhabit river-canyon ecosystems of the western U.S. They are drawn to Market Street because the tall buildings create a canyon, and the street commotion mimics a river. Each new development now makes extensive efforts to preserve its habitat-- the London plane trees, nectar sources, and the reduction of building shadows. Inspired by the delicate, gossamer wings of this butterfly, this installation is an allegory for how any future progress or development must similarly honor & respect the people and organizations of Central Market.

## SWALLOWTAIL SCHEDULE



### THURSDAY OCTOBER 6

**12:00 PM COUNTERPULSE PERFORMANCES**  
Performances (movement and spoken word) that will incorporate the physical and history from the Skywatchers workshops.

**12:00 - 2:00 PM VOTER REGISTRATION**  
Tenderloin Votes will be on hand to register voters and to educate folks on the upcoming California ballot measures.

**2:00 - 4:00 PM HOSPITALITY HOUSE PRINTMAKING WORKSHOP**  
Come learn how to do simple printmaking with Hospitality House (HH), HH Community Arts Program (CAAP) is the only free/charge fine arts studio and gallery space for artists and neighborhood residents.

**4:30 - 6:00 PM LARKIN STREET SCAVENGER HUNT**  
Larkin Street youth will search for objects and symbols throughout the Financial district at Swallowtail to make art pieces.

**5:00 - 7:00 PM VOTER REGISTRATION**  
Tenderloin Votes will be on hand to register voters and to educate folks on the upcoming California ballot measures.

### FRIDAY OCTOBER 7

**12:00 PM SKYWATCHERS PERFORMANCES**  
Performances (movement and spoken word) that will incorporate the physical and history from the Skywatchers workshops.

**12:00 - 2:00 PM VOTER REGISTRATION**  
Tenderloin Votes will be on hand to register voters and to educate folks on the upcoming California ballot measures.

**1:00 - 2:00 PM BIKE TOURS**  
Two different bike tours during the Premier week. Bay Area Bike Share will remain open for the day! The tours will visit landmarks and touch on a rich history of Market Street. Meet us at Swallowtail.

**2:00 - 4:00 PM HOSPITALITY HOUSE PRINTMAKING WORKSHOP**  
Come learn how to do simple printmaking with Hospitality House (HH), HH Community Arts Program (CAAP) is the only free/charge fine arts studio and gallery space for artists and neighborhood residents.

**3:00 PM COUNTERPULSE PERFORMANCES**  
Performances (movement and spoken word) that will incorporate the physical and history from the Skywatchers workshops.

**4:30 - 6:00 PM UNITED PLAYAZ SCAVENGER HUNT**  
United Playaz youth will search for objects and symbols throughout the Financial district at Swallowtail for game art pieces.

**5:00 - 7:00 PM VOTER REGISTRATION**  
Tenderloin Votes will be on hand to register voters and to educate folks on the upcoming California ballot measures.

### SATURDAY OCTOBER 8

**12:00 - 2:00 PM HOLY STITCH SWALLOWTAIL WORKSHOPS**  
Julian Diaz, founder and creative director of Holy Stitch Design Social Club, will be leading a make your own stitched swallowtail. Using sustainable materials learn how to make your own at a hand-stitched garment.

**12:00 - 2:00 PM VOTER REGISTRATION**  
Tenderloin Votes will be on hand to register voters and to educate folks on the upcoming California ballot measures.

**2:00 - 3:00 PM BIKE TOURS**  
Two different bike tours during the Premier week. Bay Area Bike Share will remain open for the day! The tours will visit landmarks and touch on a rich history of Market Street. Meet us at Swallowtail.

**2:00 - 4:00 PM HOSPITALITY HOUSE PRINTMAKING WORKSHOP**  
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**4:30 PM SKYWATCHERS PERFORMANCES**  
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**5:00 - 7:00 PM VOTER REGISTRATION**  
Tenderloin Votes will be on hand to register voters and to educate folks on the upcoming California ballot measures.

**5:30 PM HKS OF TRUTH PHOTOGRAPHY**  
A digital photography and mixed media workshop with HKS design residents exploring identity, organization, and politics for the future.

Fabrication Drawings of Sandwich Boards



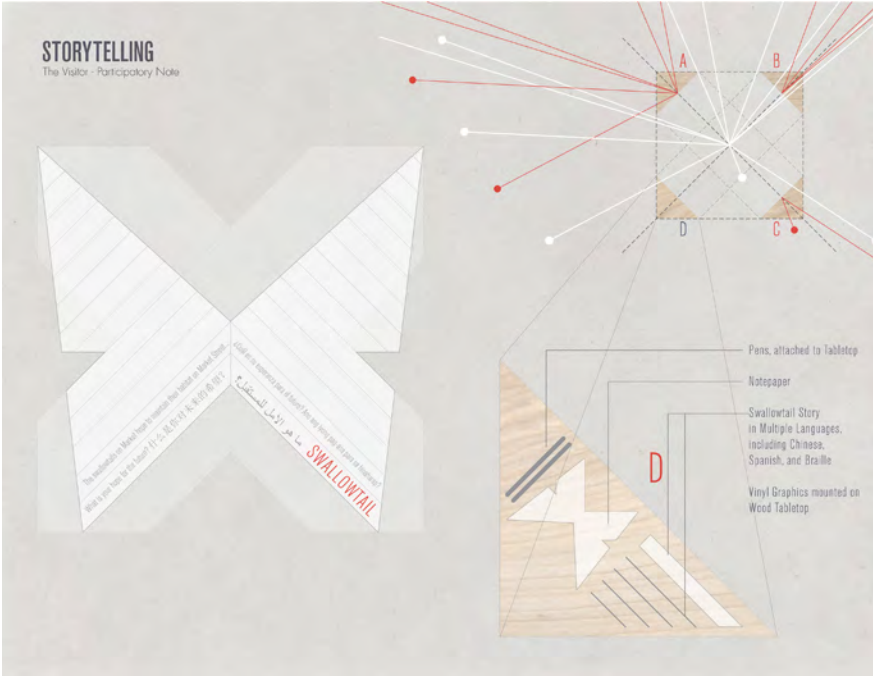
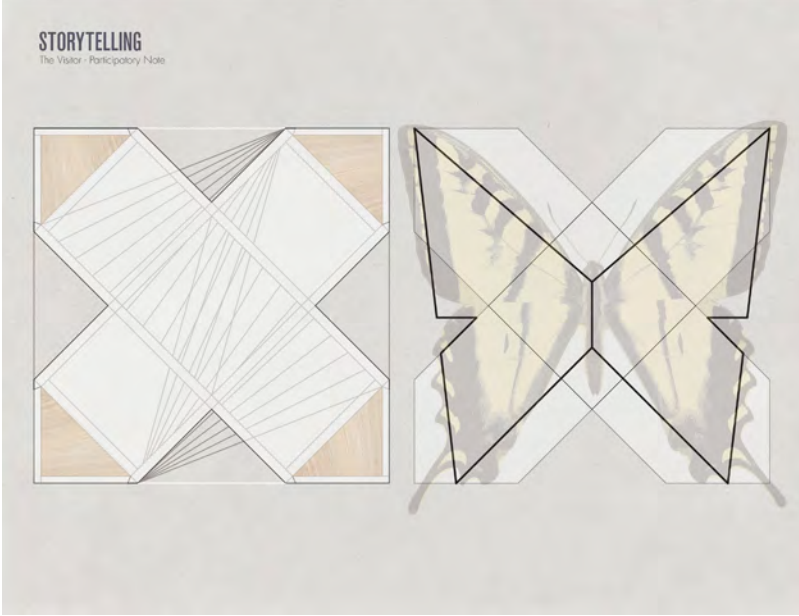
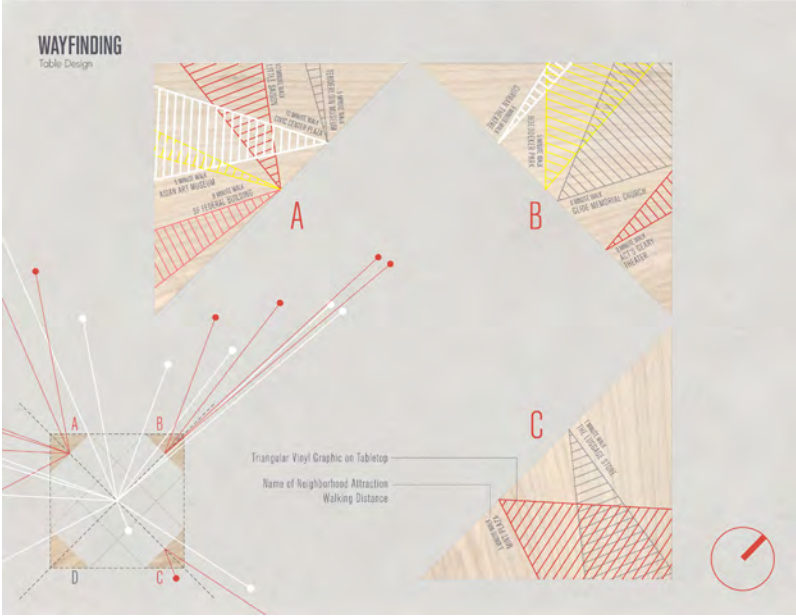
# GRAPHIC DESIGN - COMMUNITY PARTICIPATION

Visitors to the Swallowtail were asked to fill out butterfly notepapers sharing their hopes for the future.



Butterfly Notepaper

# GRAPHIC DESIGN - WAYFINDING LOGIC



# GRAPHIC DESIGN - SWALLOWTAIL STORY

As you walk along Market Street, you may spot Western Tiger Swallowtails, butterflies that typically inhabit river-canyon ecosystems of the western U.S. They are drawn to Market Street because the tall buildings create a canyon, and the street connection mimics a river. Each new development now makes extensive efforts to preserve its habitat -- the London plane trees, nectar sources, and the reduction of building shadows. Inspired by the geometric wings of this butterfly, this installation is an allegory for how any future development must similarly respect the people and organizations of Central Market.

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PLEASE VOTE FOR OUR PROTOTYPE BY TEXTING TO THE PHONE NUMBER 22323.  
THANK YOU



SWALLOWTAIL

PLEASE VOTE FOR OUR PROTOTYPE BY TEXTING TO THE PHONE NUMBER 22323.  
THANK YOU

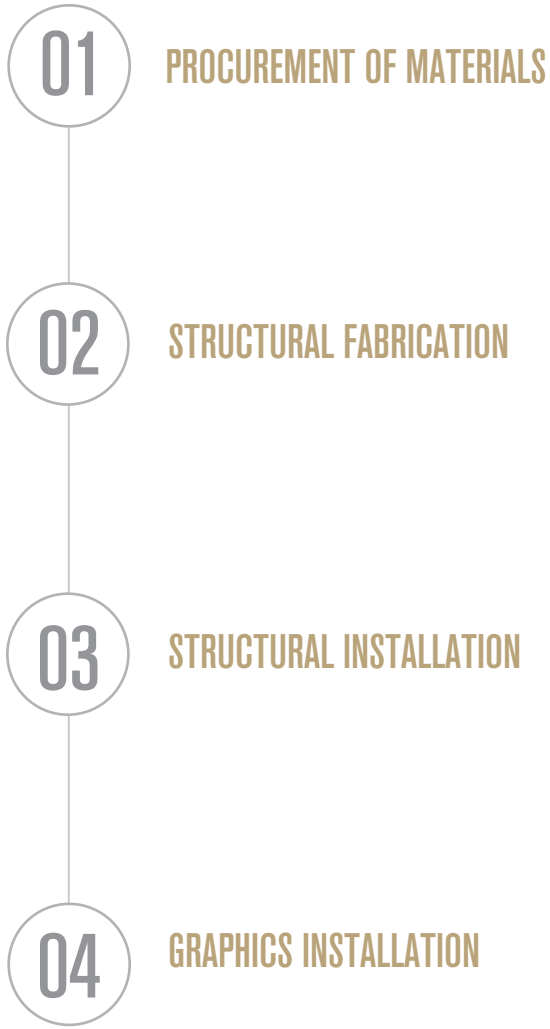


SWALLOWTAIL



**STEP 3 PROCUREMENT  
FABRICATION + INSTALLATION**

# PROTOTYPE PROCUREMENT+FABRICATION OVERVIEW





# 01 PROCUREMENT OF MATERIALS

## LUMBER

Qty	Item
65	1/16" x 5-1/2" x 6' FSC Con Heart Redwood Dog Ear Fence Picket
32	2x4 - 8' Construction Heart Redwood Rough
26	2x6 - 8' Construction Heart Redwood S4S
14	4x4 - 8' Construction Heart Redwood Rough
8	4x4 - 10' Construction Heart Redwood S4S
8	4x6 - 8' Construction Heart Redwood S4S
4	4x6 - 12' Construction Heart Redwood S4S



Construction Heart Redwood Rough



Construction Heart Redwood S4S



FSC Con Heart Redwood Dog Ear Fence Picket



Climatek Screws

## HARDWARE

Qty	Item
52	4" Climatek Screw
1	Rok Hardware 14 Gauge Table Top Fasteners w/ Screws, Steel, 96 Pack
1	Pack T-30 2" STARHD Black Bit
1	Pack T-40 2" STARHD Blue Bit
1	498688 Domino Beech 12x750 Tenon Stock
1	Pack 8" Timberlok Screw



ROK Hardware 14 Gauge Table Top Fasteners w/ Screws



Black Bit



Domino Beech 12x750 Tenon Stock



Timberlok Screws

## EQUIPMENT

Qty	Item
4	Hampton Bay Outdoor Solar Powered LED Black Flag Light
2	Large Bar Clamps
1	Retail Tagging Gun
1	Power Drill
1	Festool Biscuit Cutter
1	Squeegee



Hampton Bay Outdoor Solar Powered LAD Black Flag Light



Large Bar Clamp



Retail Tagging Gun



Power Drill

## OTHER

Qty	Item
75	1.5" Round Capiz Shells w/ Two-Hole Punch
4	Lavender Plants with Pots
4	1/4" 100' Cotton Sash Rope
Many	Titebond III Ultimate Wood Glue



Capiz Shells



Lavender



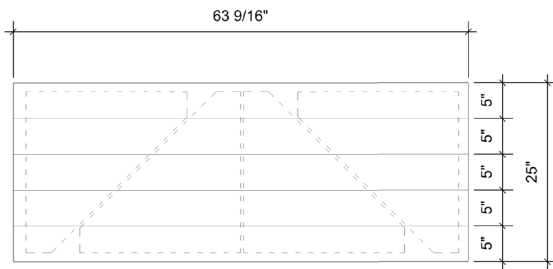
Cotton Sash



Wood Glue

# 02 STRUCTURAL FABRICATION

## A SEAT TOPS 2X



1. Plane tops of 5X 1/16" x 5-1/2" x 6' FSC Con Heart Redwood Dog Ear Fence Picket
2. Glue together as shown
3. Sand away any exposed glue
4. Cut as shown in dotted line above
5. Repeat 2X for a total of 8 seat tops



Planed & Glued - Seat Tops



Cutting - Table Tops

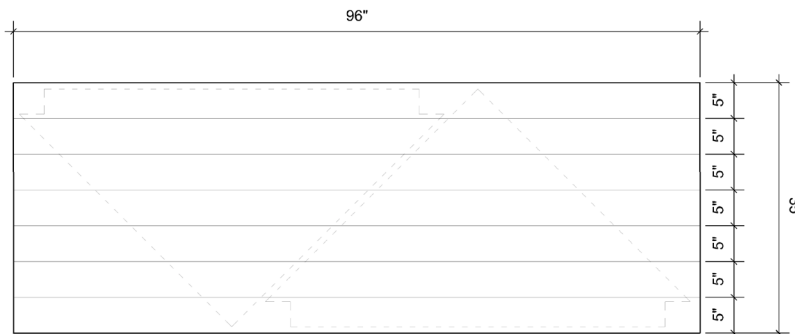


Planed, Glued & Clamped - Table Tops

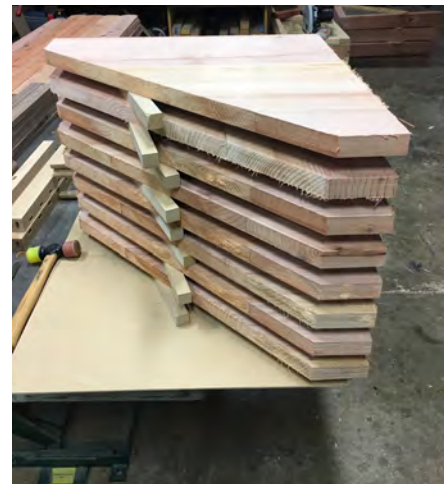


Planed, Glued & Clamped - Table Tops

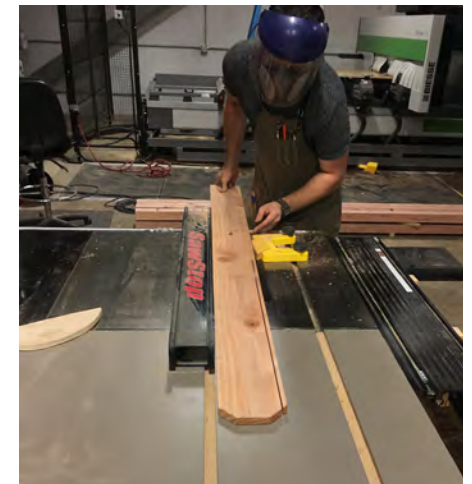
## B CORNER TABLE TOPS 2X



1. Plane tops of 5X 1/16" x 5-1/2" x 6' FSC Con Heart Redwood Dog Ear Fence Picket
2. Glue together as shown
3. Sand away any exposed glue
4. Cut as shown in dotted line above
5. Repeat 2X to produce 4 total corner table tops



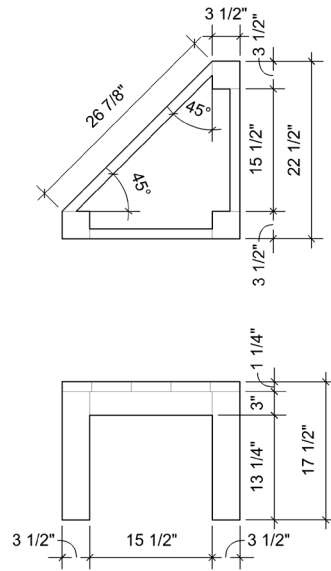
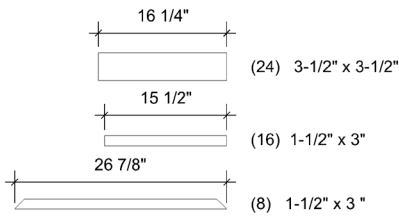
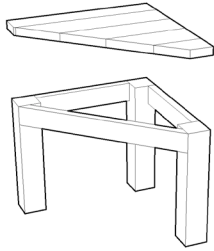
Finished Seat Tops



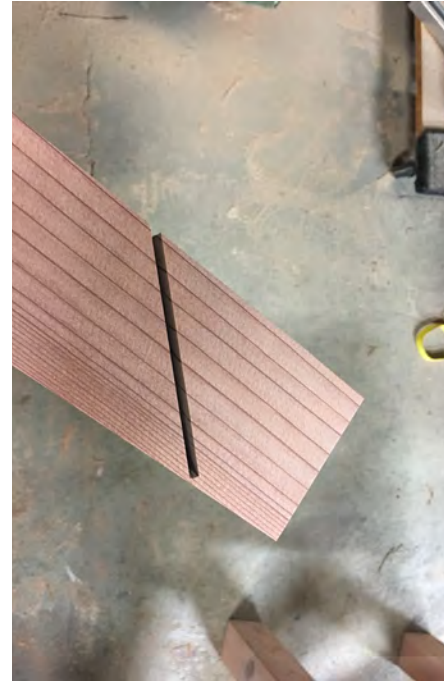
Planing The Redwood Dog Ear Fence Picket

## 02 STRUCTURAL FABRICATION

### C SEAT ASSEMBLY 4X



1. Cut and plane the above components
2. Screw together as shown using Climatek Screws
3. Attach seat tops from step (2A) using ROK tabletop fasteners
4. Repeat 4X to produce 4 total seats
5. Festool bicuits at all joints



Preparing Framing Members



Preparing Framing Members

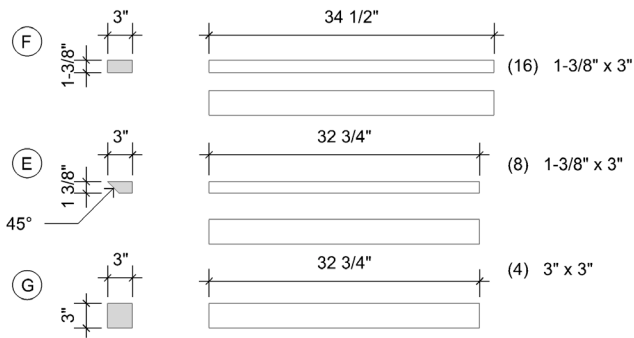
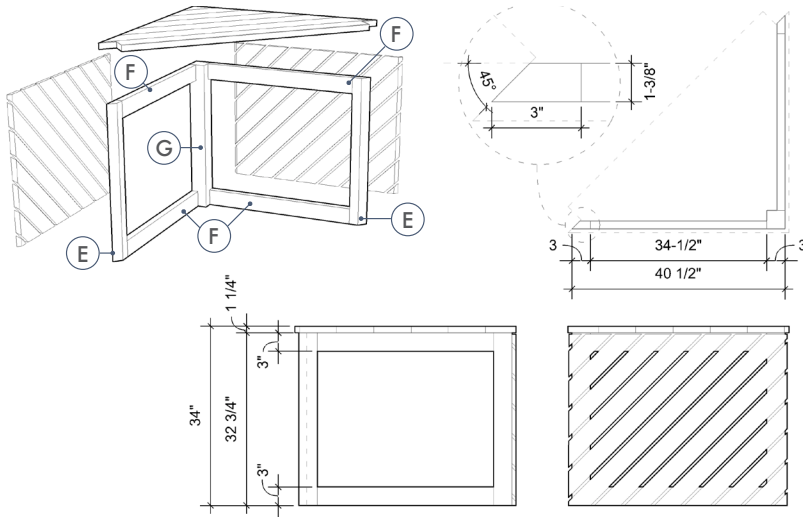


Seat Frame Assembly



# 02 STRUCTURAL FABRICATION

## D CORNER TABLE ASSEMBLY 4X



1. Cut and plane the above frame components
2. Assemble frame as shown
3. Cut 1/16" x 5-1/2" x 6' FSC Con Heart Redwood Dog Ear Fence Picket to attach as shown on frame exterior
4. Festool biscuits at all joints



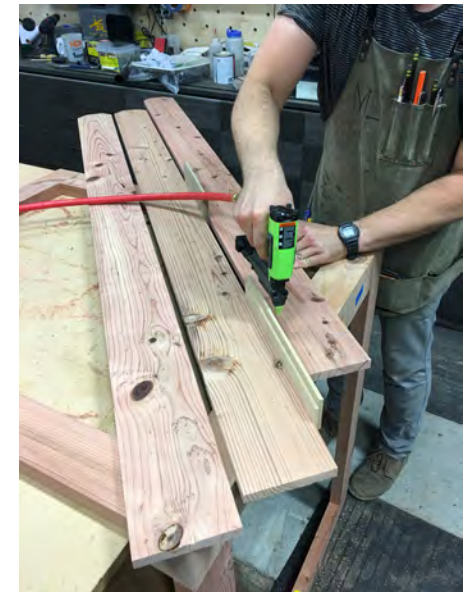
Assembling Framing Members



Finished Corner Table Frames



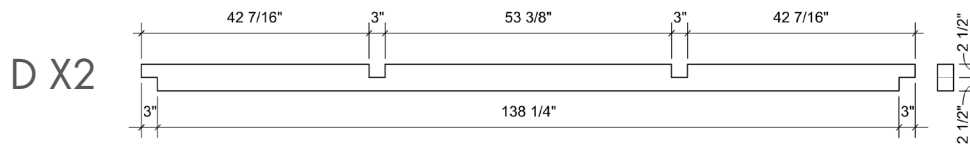
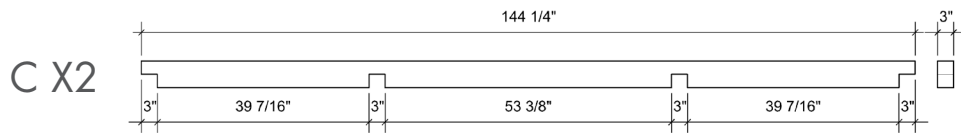
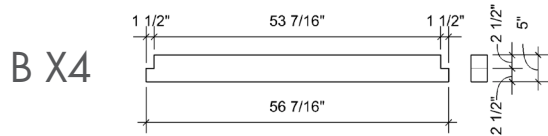
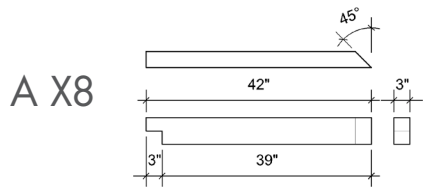
Attaching Redwood Dog Ear Fence Picket to Frame



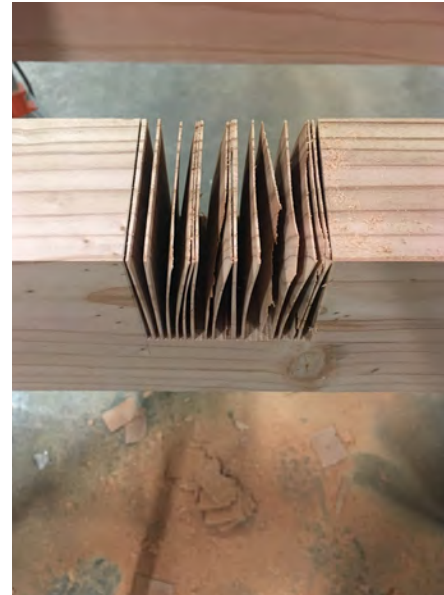
Attaching Redwood Dog Ear Fence Picket to Frame

# 02 STRUCTURAL FABRICATION

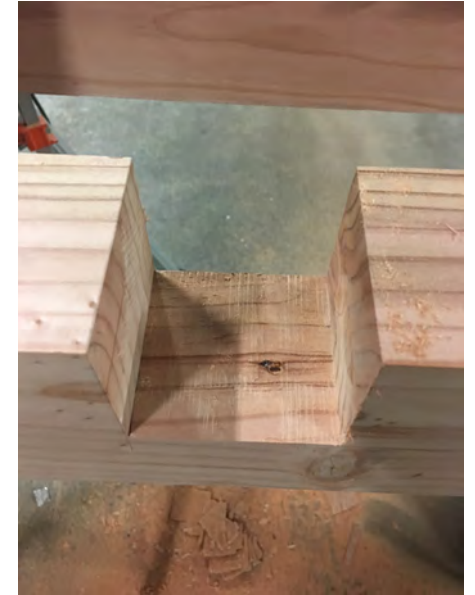
## E ARBOR FRAME COMPONENTS



1. Cut and plane the above Arbor frame components A, B C & D as drawn above



Cutting Grooves



Cleaning Grooves



Marking and Preparing C and D Members for Cutting

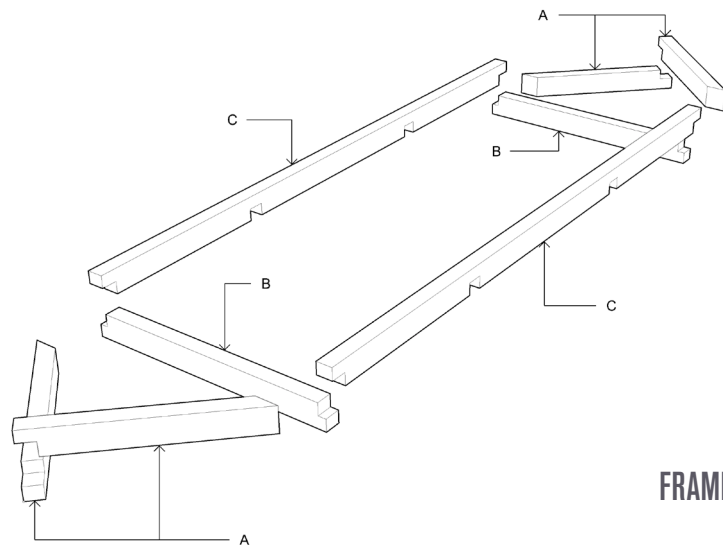


Cut Pieces

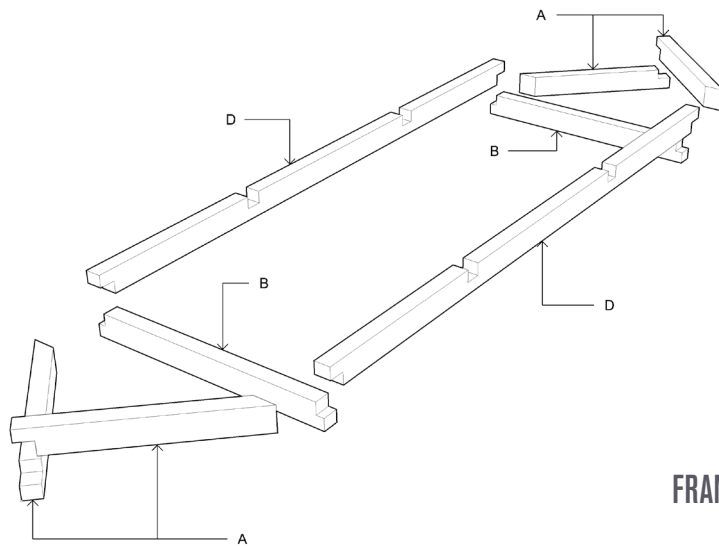


# 02 STRUCTURAL FABRICATION

## F ARBOR FRAME ASSEMBLY



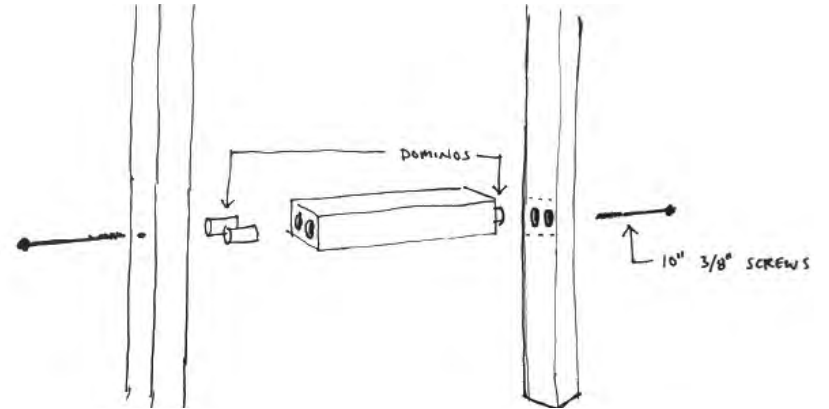
FRAME 1



FRAME 2

1. Assemble arbor frame pieces as shown
2. 10" 3/8" Screws at all joints
3. 5" Screws were Parts B & C together meet joined Parts A
3. Stabilize for transport with scrap boards

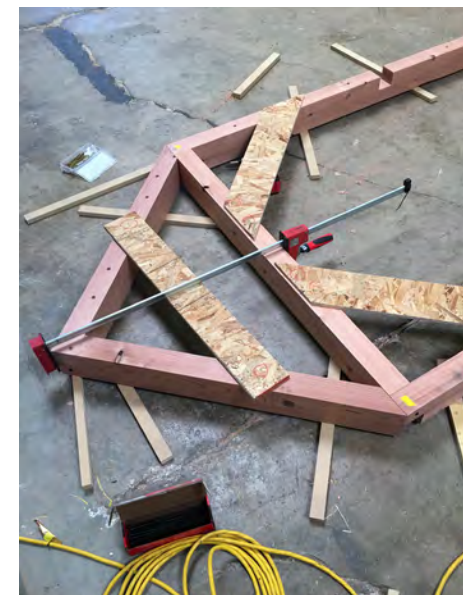
## G VERTICAL POST ASSEMBLY X4



1. Assemble vertical posts as shown
2. Dominoes at all joints
3. 10" 3/8" Screws at all joints
4. Repeat 4X to yield 4 total post assemblies



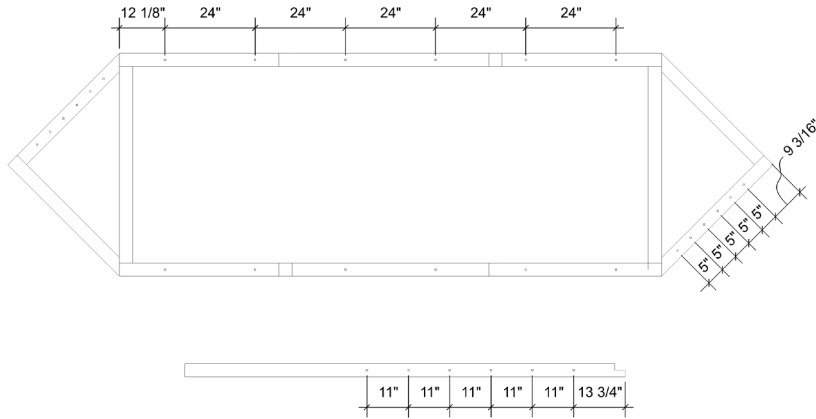
Frame 2 Assembly



Frame 2 Assembly - Stabilize with Clamps

## 02 STRUCTURAL FABRICATION

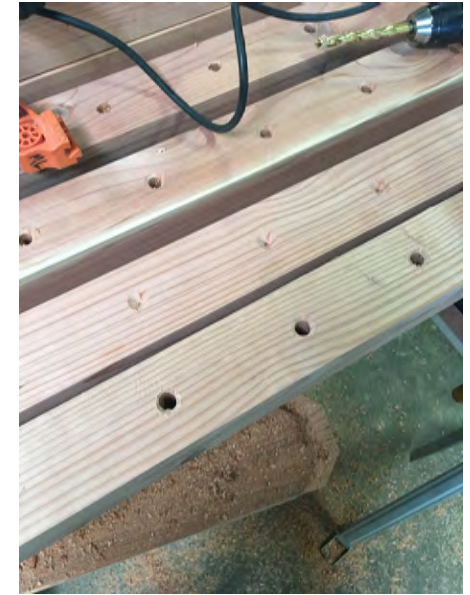
### H MARK AND DRILL HOLES



1. Mark and drill 1/2" holes in top Arbor frames and vertical posts as marked and on center

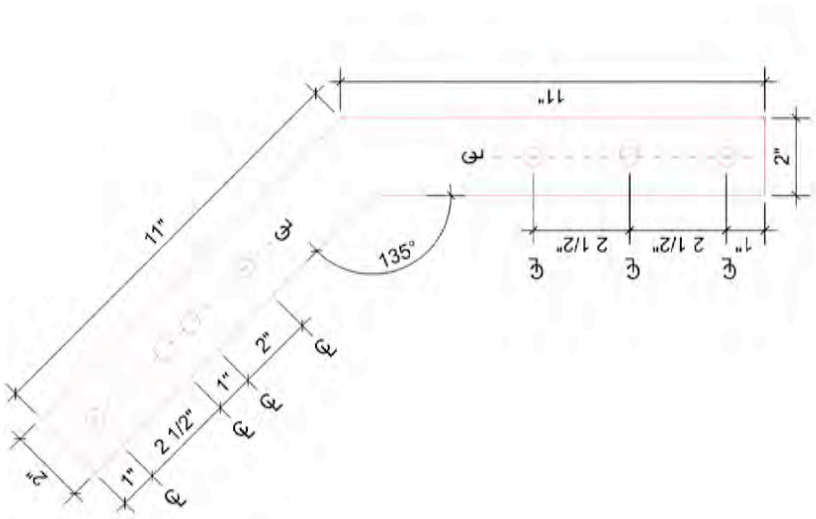


Holes in Top Arbor Frame



Holes in Vertical Posts

### I METAL REINFORCEMENTS



1. Fabricate 8X 1/2" Metal Plates as Shown
2. Attach to tops of Frame 1 and Frame 2 with 4" screws



Attach Metal Reinforcements to Top of Arbor Frame



# 03 STRUCTURAL INSTALLATION



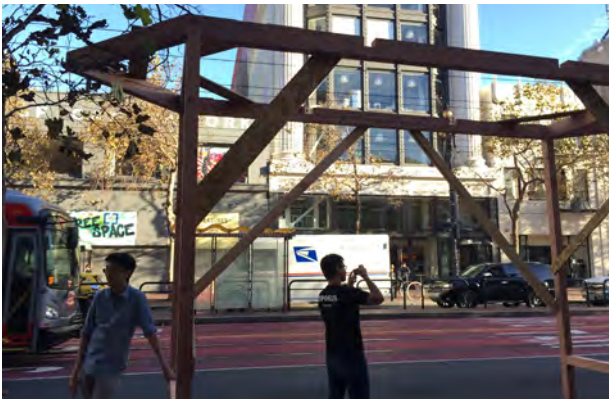
1. Attach Posts to Arbor Frame 2 First with 10# Lag Screws



2. Rotate Assembled Frame 2 to the side



3. Lift Frame 2 Upright



4. Frame 2 Upright



5. Move Frame 2 into Place



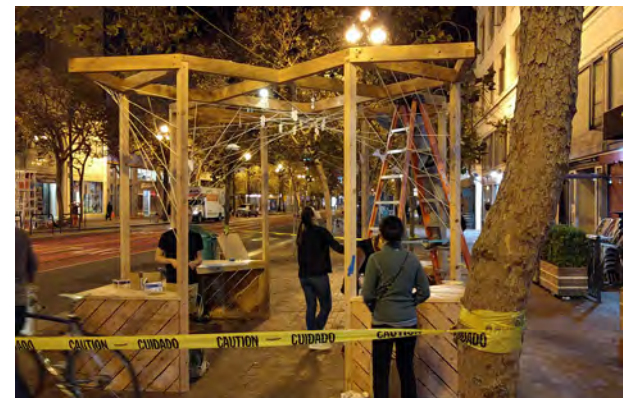
6. Repeat 1-5 for Frame 1 and position in Place Over Frame 2



7. Secure Frame 1 and Frame 2 into The Notches; Remove Temporary Supports



8. Attach Corner Tables



9. Attach Cotton Sash Rope



# 04 GRAPHICS INSTALLATION



1. Apply Graphics with a Squeegee

