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CMG Landscape Architecture Honored by the American Society of Landscape Architects for the Yerba Buena Street Life Plan *Innovative Plan Provides a Road Map to Improve Public Spaces in Downtown San Francisco's Yerba Buena Community Benefit District*

San Francisco, June 7, 2012 — The American Society of Landscape Architects recently honored CMG Landscape Architecture for its work on the Yerba Buena Street Life Plan, a road map for a next generation of public spaces in the Yerba Buena Community Benefit District (YBCBD) in downtown San Francisco.

“The Street Life Plan is about adding richness to the district’s streets to bring people out to use them,” said Kevin Conger, principal, CMG Landscape Architecture. “While many plans aim to organize an urban area or improve it systematically, this plan identifies discrete projects that take advantage of opportunities in a diverse, changing part of the city. Their impact will accrue naturally.”

The ASLA Northern California Chapter’s Merit Award for Research, Planning, Analysis and Communication was presented to CMG at ceremonies in late April. Based on goals and values articulated in a process of public community meetings involving community members, local businesses and institutions, City agencies, and the YBCBD, the consultant team developed proposals for 36 projects and initiatives for new public spaces, redesigned alleys, public art, and sidewalk improvements. The plan will be used by YBCBD over the next 10 years to direct both long-term, large-scale projects and short-term, site-specific projects.

“It says volumes about the quality and creativity of the plan that it was recognized by such a prestigious group as ASLA,” said Cathy Maupin, YBCBD executive director. “The Street Life Plan supports our mission to provide programs that foster a safer and more secure community, create a cleaner and greener neighborhood, and reinforce the viability of our economic base.”

Organized into strategies to address goals of enhancing Yerba Buena’s character, social activity, connectivity, and sustainability, the projects focus on promoting “Street Life” in existing public spaces. Projects range from temporary installations to long-term, large-scale urban design improvements. A program involving innovative mobile gardens, called Parkmobiles, was the plan’s first project implemented. The Parkmobiles are high-quality 16’ x 5’9” containers that hold lush gardens with seating on one side and can be moved. Other elements of the plan include: anchoring the district with a redesigned plaza at Moscone Center; clean energy solar docking stations for public use; bike parking and public seating; improving alleys as social spaces for pedestrians; new dog parks and dog runs; creating garden streets with storm water improvements; adding decorative lighting to define the district and improve pedestrian safety; and artistic crosswalks.

The YBCBD is defined by an incredible diversity of residents, cultural offerings and businesses from about Second to Fifth and Market to Harrison Streets. It bustles with world-class museums, shopping, dining, convention space, hotels, and educational institutions. The neighborhood includes a variety of housing from senior housing and below market rate housing to luxury condominiums and live/work lofts.

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About YBCBD

YBCBD was approved by district property owners in 2008 to improve the quality of life in the area. Its mission is to provide programs that foster a safer and more secure community, create a cleaner and greener neighborhood, and reinforce the viability of our economic base. It began implementing programs in 2009. They include a Community Guides program, 10B police officer program, graffiti removal, street and sidewalk cleaning, marketing and other improvement efforts. To learn more and view the Yerba Buena Street Life Plan, go to www.ycbcd.org.

About CMG Landscape Architecture

CMG is a landscape architecture firm providing collaborative design and management services to a wide range of public, institutional, and private clients. It maintains that landscape architecture is essentially an “open field” operating at the nexus of planning, architecture, art and ecological design. At the heart of each of these disciplines is the idea of building community—and that idea is the central focus of its practice. Ultimately, everything CMG does is predicated on connecting people with each other and with their environments. It is CMG’s ambition and its passion to design and build vital and sustainable communities and enduring places. To learn more go to www.cmgsite.com.

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