

140 West Plaza: Placemaking Pilot

Presentation to Council Committee on Economic Sustainability

Matt Gladdek

May 3, 2019



History

- **Exhale initially proposed 2007 by Mik Young Kim**
- **Vision: Create a premiere public space**
- **Plaza completed in April 2013**
- **Activation Study 2016**
- **Asana presents plans to redesign plaza October 2017**

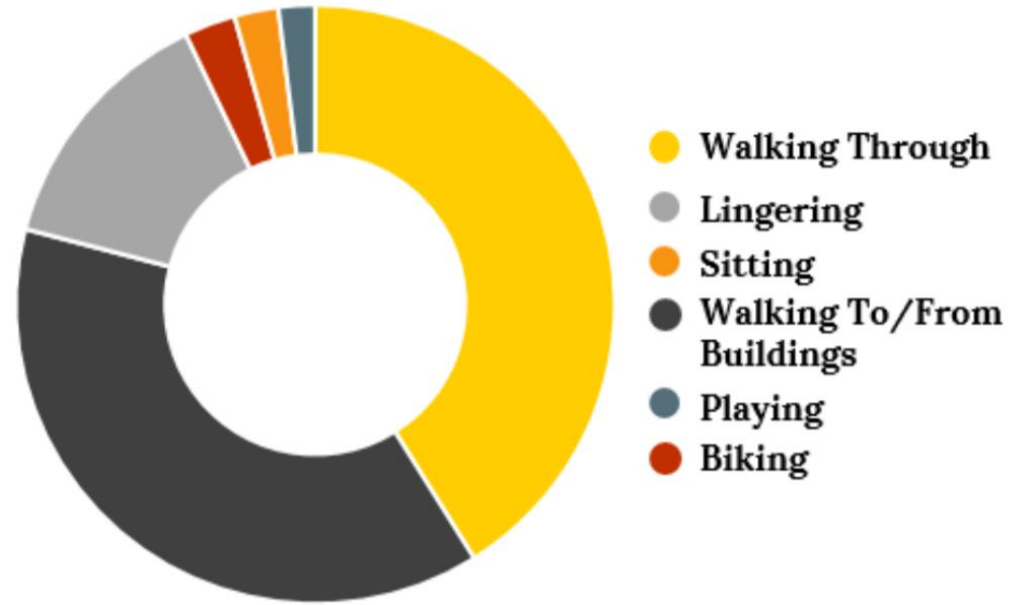


Just Passing Through

Activating 140 West Franklin through Environmental Design

Mia Candy | Erin Convery | Stephanie Tepperberg

Spring 2016



- > 2/3 use as a cut through (n = 253)
- Sculpture is divisive issue
- Design Recommendations:
 - More vegetation
 - Wayfinding & Signage
 - Seating & Shade
 - Water & Light

Best Practices

From William Whyte's Social Life of Small Urban Places

- The Role of Natural Elements
- Triangulation
- Food
- 'Sittable' Space

Current Reality

- **Removing Exhale is controversial and expensive**
- **Asana willing to invest in redesign that matches best practices and 2016 study**
- **Ability to use as Pilot, if unsuccessful we can re-evaluate in the future**
- **Time is of the essence**

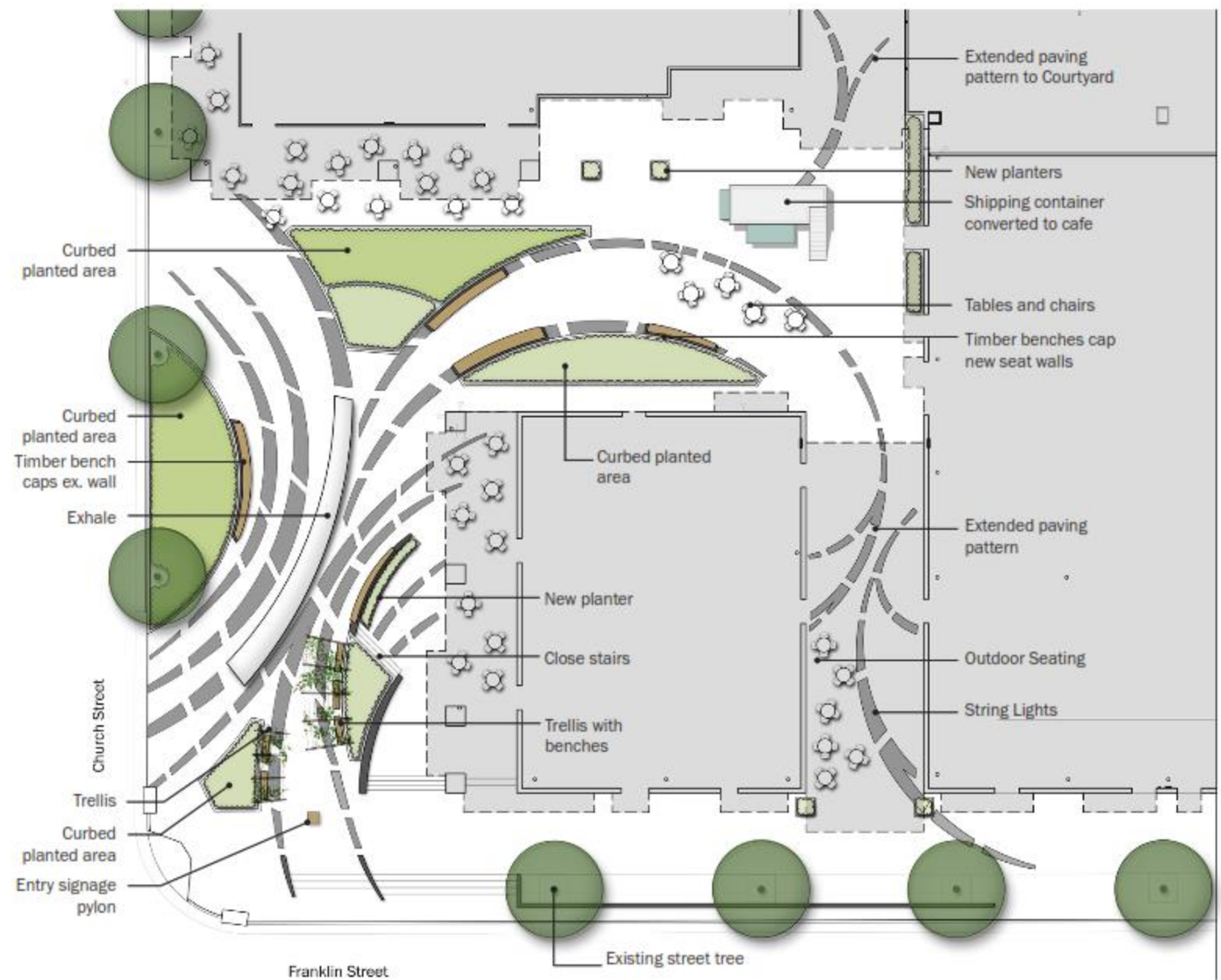


140 FRANKLIN PLAZA

CONCEPT PLAN PRESENTATION
OCTOBER 2017



DRAFT FINAL PLAN



- REMOVE EXISTING PLANTERS
- NEW SEAT WALLS FRAMING PAVING PATTERN
- PAVING PATTERN INFILL
- ADDITIONAL PLANTING AREAS
- MOVABLE TABLES / CHAIRS
- EXTENDED DINING AREA
- OVERHEAD TRELLISES
- EXTENDED PAVING PATTERNS
- CLOSE STAIRS FOR PLANTED AREA
- SHIPPING CONTAINER CONVERTED TO CAFE

140 FRANKLIN PLAZA

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INSPIRATION IMAGES



TRELLIS

WOOD BENCH TOP ON SEAT WALLS

ORNAMENTAL GRASSES

140 FRANKLIN PLAZA

CONCEPT PLAN PRESENTATION
OCTOBER 2017



INSPIRATION IMAGES



DIRECTIONAL SIGNAGE



IDENTIFICATION SIGNAGE



LIGHTING ELEMENTS



PYLON SIGN



DIRECTIONAL SIGNAGE

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INSPIRATION IMAGES



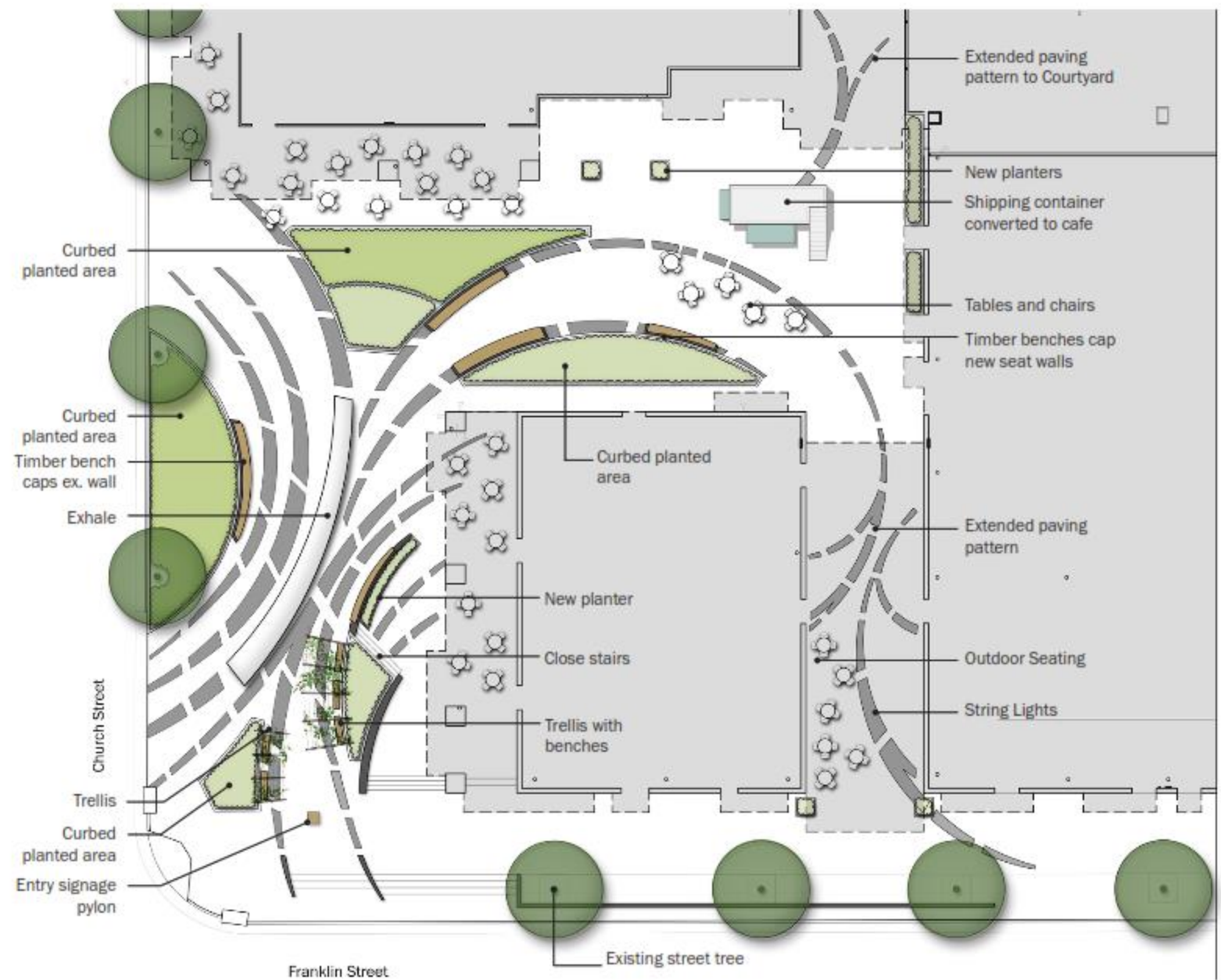
SHIPPING CONTAINER CAFE

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OCTOBER 2017



140 W. Franklin Street

Site Plan

AVAILABLE

LEASED

PATIO





Questions?



Contact

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