

## 'Livat Market Street' building - Public areas, San Francisco

945 Market St. San Francisco, California, 94103. United States

The proposed site is located in downtown San Francisco on 945 Market Street (Livat Market Street owned by Ingka Centres); San Francisco's busiest pedestrian street, bicycle thoroughfare, and transit corridor. Market Street cuts through the city of San Francisco, forming the central spine of the city; uniting districts along its path. The building was purchased by Ingka Centres in August 2020 and is situated within the Mid-market neighbourhood.

The Mid-market neighbourhood is anchored by Market Street and bordered by Tenderloin; a neighbourhood which sits at the epicentre of San Francisco and SoMa; a vast district South of Market Street, spanning from the Embarcadero to Van Ness Street. Also known as the 'tech-corridor', the Mid-market neighbourhood is now home to Dolby Labs as well as the headquarters of Twitter. The area is seeing a rise in new developments, offering a unique opportunity to take part in the transformation of this key part of the city.

Ingka Centres, together with IKEA, is redeveloping this iconic 6-floor-building, and creating a new meeting place for this exciting Mid-Market neighbourhood in San Francisco. The proposed site comprises three main spaces: a portion of the Stevenson Street as well as the underground parking space and the commercial unit of the building.

The proposal should explore a mix of new sustainable and innovative uses for the parking space and commercial unit, and transform Stevenson street into a green and thriving space. The project aspires to achieve sustainable and inclusive development, creating a place that empowers communities and supports social entrepreneurs and businesses, a place to meet, work, socialise, exploring new ways of collaborating and engaging with society.



**Plot Area:** The site is divided into 3 main spaces:  
- Public space: the back alley running behind the building in Stevenson street (~270ft long)  
- Parking space: 1 level/B3 of parking underground (total 45.000sqft / ~80 parking slots)  
- Commercial unit (534sqft) on the street level next to the parking entrance on Stevenson St.

**Expected Land Use:** The proposals should include holistic solutions for the entire site, developing a mixed project in accordance with the existing regulations and permitted modifications. Teams should aim to:

- For the Public space, create a green and thriving public realm, also considering temporary interventions to develop a more inclusive, safe and connected street.
- For the Parking, reimagine and repurpose the parking into a space that hosts new sustainable services for the neighbourhood, designing with the flexibility to enable use changes.
- For the Commercial units include new uses that promote circular economy, innovation, and

community inclusion, considering strategies that foster behavioural change & collaboration.

**Site Ownership:** The building is owned by Ingka Centres (part of Ingka Group). Stevenson Street is a public space owned by the City.

**Prizes:** The winning team will get 20.000 USD and will have the rights to implement the project together with IKEA. The second and third prizes will get 3.000 and 2.000 USD respectively.

**Implementation & Budget:** Ingka Centres will lead the implementation of the winning project in collaboration of the winning team and can invest up to 1.25M USD (for the entire site, incl. the three spaces). For the commercial unit/s and parking, Ingka Centres will negotiate the occupation contract/s with the winning team. Ingka Centres may decide to phase the implementation.

**Deadline for the submission of the Expression of Interest:** November 30th 2022 11am PST

## Presentation of the site and development expectations

The neighbourhood in which the site is located is served by both BART and Muni Metro, the historic F-Line trolley on Market Street, as well as other numerous bus lines. The site is in close proximity to the Cable Car Turnaround and is within a 10min walk to Union Square, a major tourist destination and well-known public space within San Francisco's downtown shopping district. The neighbourhood is currently under development with many new developments arising, including Trinity Place, mixed-use development and Line Hotel, which is located just across the street from the site. It is a thriving district known for its eateries, bars, boutiques, nightlife, live music and theatre venues, as well as being the location for the headquarters of Twitter and Dolby.

945 Market Street is located on San Francisco's busiest pedestrian street, which attracts over 500,000 pedestrians every day (pre-Covid-19). The building was purchased by Ingka Centres. The building comprises 6-storeys (23.808 sqm) of leasable space including 2no. levels of below-grade parking with 167 parking spaces. Ingka Centres hopes to create a new meeting place by redeveloping the entire building into a unique concept that encompasses a mix of office spaces, food & beverage, entertainment, and digital experiences, as well as an IKEA store.

The site proposed for the competition is made up of three main spaces:

- Public space.
- Parking space;
- Commercial unit;

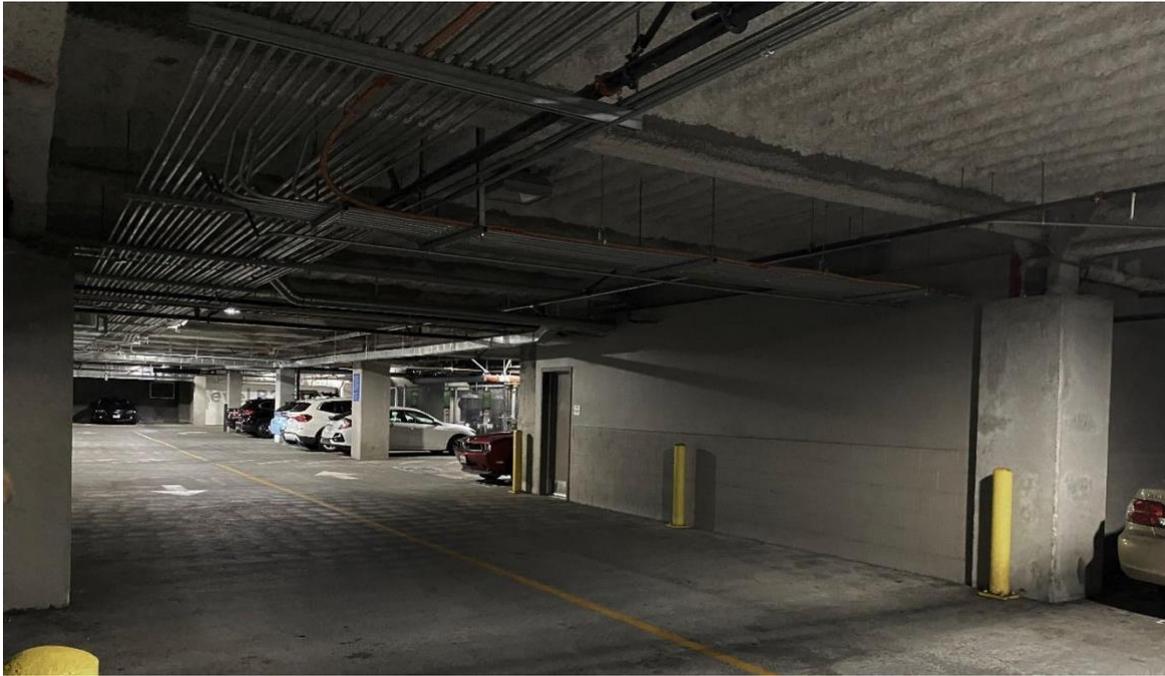
### Parking space

The proposed underground parking spaces are located on the B3 level (total 45.000sqft / ~80 parking spaces). The rise in alternative modes of transport and a shift in car use in promoting cities to repurpose former car parking spaces. In this sense, the project should aim to shift away from car-oriented spaces with a people-centred approach.

Teams should propose solutions that seek to reimagine and repurpose parking spaces with new sustainable uses services that can help the local community to adopt a more sustainable living. Proposals should also consider strategies to future-proof parking spaces by designing adaptable spaces and building flexibility into the design to enable short-term use changes to follow the changing needs of the community. Teams should take into consideration limitations such as egress within a parking space.

Teams should consider a future-proof business model that will create value for the customers and communities and be financially viable and deliver minimum income to replace the existing income from parking.

The space should foster more sustainable ways of living, for instance with a focus on hydroponics and indoor farming or focusing on the provision of sustainable transport solutions such as bike-sharing and electric bicycles.



*Level 1 - Parking space, 945 Market St.*

## **Commercial unit**

The 534 sqft of commercial unit is located on the street level next to the parking entrance on Stevenson Street that runs behind the building parallel to Market Street. The space can be divided into separate small units or kept as one. This space provides the opportunity to promote temporary interventions to catalyze long-term change as well as create spaces for innovation and for the community. The connection with the street should be considered in the design, to create a connected and safe space across the area.

Teams should seek to implement a collaborative and circular approach, like fablabs, spaces for repair and reuse, such as bike repairs or materials hubs. Proposals should also consider strategies that foster sustainable consumption, support social interaction and integration and create opportunities for the people in the neighbourhood.

Teams should consider future-proof business models that will create value for the customers and communities and be viable financially.



*Commercial unit, 945 Market St.*

For both the commercial-units and the parking place level 1, the proposal project should work with the Ingka Centres guidelines and concept for the building. With a key focus on:

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- **WELLBEING:** Foster comfort, a healthy and sustainable lifestyle, balance, harmony, a rewarding urban life, a healthy work-life balance and access to nature.
- **SHARE:** Design activities and spaces that allow people to share ideas and collaborate in the community.
- **EXPERIENCE:** Providing fun experiences that give people energy and that let them socialize.
- **CONVENIENCE:** Creating a user friendly and accessible environment.

## Public space

The proposed public space comprises the back alley (~270ft) behind the building on Stevenson Street which runs adjacent to the site. Stevenson Street (between 5th and 6th street) falls within the Downtown Area Plan of the San Francisco General Plan and within the Filipino Cultural District, as well as the Transgender District; which includes the corner lots on 6th Street. SFMTA and Public Works are currently working on improvements to 6th Street. Proposals should consider current developments and the city's plans. Relevant websites include:

- SF Planning General Plan:  
[https://sfgov.org/sfplanningarchive/ftp/General\\_Plan/index.htm](https://sfgov.org/sfplanningarchive/ftp/General_Plan/index.htm); this webpage includes goals and priority policies for the City.
  - Downtown Area Plan: <https://generalplan.sfplanning.org/Downtown.htm>
- SOMA Pilipinas, San Francisco's Filipino Cultural Heritage District:  
<https://www.somapilipinas.org/>
  - Map:  
[https://static1.squarespace.com/static/5b2c30b58f51305e3d641e81/t/606735a1bda56a5896a81fee/1617376673646/SOMAPilipinas\\_map2021.pdf](https://static1.squarespace.com/static/5b2c30b58f51305e3d641e81/t/606735a1bda56a5896a81fee/1617376673646/SOMAPilipinas_map2021.pdf)
- The Transgender District, encompasses six blocks in the southeastern Tenderloin and cross over Market Street to include two blocks of 6th street.
  - <https://www.transgenderdistrictsf.com/>
  - Map: <https://www.transgenderdistrictsf.com/district-map>
- 6<sup>th</sup> Street Pedestrian Safety Project
  - Public Works: <https://sfpublicworks.org/sixthstreet>
  - SFMTA: <https://www.sfmta.com/projects/6th-street-pedestrian-safety-project>

Specifically, teams should seek to design solutions that transform the space by reintegrating the street into its surroundings, improving the quality of life. *'Public spaces play an important role in shaping the city, providing space for communities to interact as well as promoting health, accessibility and wellbeing.'*

Proposals should include innovative initiatives to create a sustainable, safe and child-friendly street. The design should aim to provide green and resilient space for the community as well as cultivate a sense of belonging. Teams should take into consideration traffic limitations and should maintain the street usable for vehicle traffic, accessibility to the building and for the operations.



*Stevenson St, block behind 945 Market St.*

## Specific planning rules and regulations

The design for all three elements of the project must comply with all applicable City codes and zoning regulations. Final designs for all elements of the project will need to be reviewed by the relevant City agencies through existing permitting processes. Any final design for the Stevenson Street and improvements in the public right of way that this project would entail will require the project sponsor to seek an encroachment permit from the City prior to final City approval and construction. Find more information here: [Major Encroachment | Public Works \(sfpublicworks.org\)](https://sfpublicworks.org).

Any project must comply with the zoning and requirements.

## City climate priorities and environmental challenges

The City and County of San Francisco has recently updated its climate action targets with the ambitious goal to reach net-zero emissions by 2040. The City's [Climate Action Plan](#), released in December 2021, offers a detailed set of strategies and actions to achieve net-zero emissions while addressing racial and social equity, public health, economic recovery, and community resilience. San Francisco's approach to climate action is comprehensive, with more than 150 strategies across six key areas: energy, building operations, transportation and land use, housing, responsible production and consumption, and healthy ecosystems.

The project must be in line with IKEA's vision to create a better everyday life for many people, it's about balancing economic growth and positive social impact with environmental protection and renewal. Three major challenges and focus areas that teams should address in their project have been identified:

- Fairness & inclusivity: designing activities, uses and spaces to be inclusive and accessible to all;
- Circular economy: develop a project based on a circular approach to resource usage, fostering recycling and reuse.

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- Healthy and sustainable living: promote sustainable habits such as food consumption and an active lifestyle, developing spaces that allow to live, work and play in a more ecological way.

This means rethinking and inspiring changes in lifestyle and consumption, as well as adopting new ways of working. It's in the community where people live that changes and behaviour can make a difference.

Teams should work on a circular economy approach, and create new business models as well as opportunities for the people in the neighbourhood. The project should create an innovative meeting place that empowers communities and supports social entrepreneurs and local businesses. The project needs to look at promoting circular and collaborative sustainable consumption, co-creating sustainable child-friendly and connected neighbourhoods and places. Learn more about IKEA sustainability strategy [Sustainability | Ingka Group](#).