



**MARKET ST  
PROTOTYPING  
FESTIVAL**

## **List of Recommendations/Considerations**

Below is a list of recommendations and considerations for all potential design teams focused on the Central Market District (Market St. from 5th-7th Streets). These recommendations were developed based on feedback from the Central Market Think Tank - a group of community leaders who work or live in the neighborhoods surrounding the Central Market District.

- **Honor Market Street's diverse social ecosystem.** Central Market benefits from a complex web of connections across diverse cultures, and rapid change is threatening the social ecosystem. There is a need for a humble approach to engagement in the neighborhood.
- **Create welcoming and inclusive social spaces.** Provide welcoming sitting areas that serve as informal social spaces and provide opportunities for people to express themselves, read, make art, and connect. For a space to be inclusive it must be actively welcoming to all, including people with different abilities.
- **Celebrate local artists.** Central Market is a special, even sacred place where artists are "free to be". An important theme in the art community around Central Market is the connection between artistic practice and healing and self-improvement.
- **Provide a platform for storytelling.** Prototypes could help engage and empower populations that are not often heard/seen and are at risk of being displaced.
- **Provide a platform for storytelling.** Prototypes could create space for people that are not often heard/seen and are at risk of being displaced.
- **Showcase local history.** Honor local historical resources, and the cultural histories of the diverse communities that are a part of Central Market today.
- **Promote cultural visibility.** Increase the visibility/presence of the diverse communities that make up the Central Market social ecosystem.
- **Celebrate existing commercial activity.** Create a prototype that works with and/or celebrates existing commercial activities, including informal sidewalk commerce.



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- **Create a community asset during construction.** The construction happening throughout the district disrupts street life and is a physical representation of the rapid change taking place. Is there an opportunity to transform the impact that construction/scaffolding has on the street into a community benefit?
- **Provide opportunities for people to make, build, or create.** Prototypes could provide a way for people to actively produce something that benefits themselves or their community.
- **Encourage social interaction AWARENESS between workers, residents and visitors.** People walk through the neighborhood with their eyes glued to their phones. How can a prototype interrupt this behavior, and get people to **see/acknowledge** interact with each other?
- **Attempt to address a need.** Create a prototype that attempts to respond to a specific need or improve quality of life in a tangible way.
- **Create a prototype that is “readable” to diverse populations.** Prototypes should be legible to multi-lingual audiences from different angles and vantage points (walking, sitting in a wheelchair, etc.).