

# The ABCs of Urban Planting and Landscape Planning



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# Phase 1: Planning

Planning defines WHY, WHAT, and HOW of your project.

## A Assessing your site and your dream

Why do you want to improve this site?

What are your motivations?

- This will help you create a shared vision with others

What needs can your project fill in this space?

What is your relationship like with the property owner?

What types of utilities and resources are already available? What is still needed?

How is this space used? How else can it be used?

What is your site like during different times of the day, week, and year?

What are the traffic, air, sun, wind, soil, water, dogs, access, existing plant, current wildlife, and other conditions like?

What plant communities existed here before development (grassland, dune, coastal scrub, oak woodland, marsh)?

Ask yourself and your neighbors what is possible at the site, not what is wrong. Be positive and inspirational.

### Resources:

- SF Property Information Maps: [www.propertymap.sfplanning.org/](http://www.propertymap.sfplanning.org/)
- Privately Owned Public Open Spaces (POPOS) map: [www.sf-planning.org/privately-owned-public-open-space-and-public-art-popos#map](http://www.sf-planning.org/privately-owned-public-open-space-and-public-art-popos#map)
- Various data on San Francisco: [www.data.sfgov.org](http://www.data.sfgov.org)
- CalEnviroScreen 3.0: [www.oehha.ca.gov/calenviroscreen/report/calenviroscreen-30](http://www.oehha.ca.gov/calenviroscreen/report/calenviroscreen-30)
- Information on street improvement projects: [www.sfbetterstreets.org/](http://www.sfbetterstreets.org/)
  - Design guidelines
- Shaping San Francisco Archives for historical images and info on landscape before development: [www.shapingsf.org](http://www.shapingsf.org)
- Information on Wild California Plants: [www.CalFlora.org](http://www.CalFlora.org)
- SF Urban Agriculture Ordinance: [www.sfgsa.org/urban-agriculture-ordinance](http://www.sfgsa.org/urban-agriculture-ordinance)
- San Francisco Urban Agriculture Alliance: [www.sfuaa.org](http://www.sfuaa.org)

# **B**rainstorming with Stakeholders

## **Why should other people invest in this project?**

- Community support and buy-in is crucial to the success of a project. Involvement fosters commitment and loyalty, which helps with succession planning
  - Try and have at least 8-12 core members
  - Invite everyone who may care about this space.

## **What kind of different personalities do you have on your planning team?**

- Good projects include diversity, which includes different backgrounds and different personalities, working styles, and skills. Everybody is an expert on something

## **What kind of stories and experiences does your team have with the space?**

## **What similar spaces can you learn from?**

- Visiting a living example is worth a thousand manuals, and many sites offer education opportunities on a wide variety of subjects.

## **What is your Specific, Measurable, Achievable, Relevant, Time-bound (SMART) Goal?**

## **What kind of informational materials do you have for interested parties?**

- Having a one-pager with general information is good for outreach, fundraising, and honing your message

## **What is your team structure? What are your meetings like?**

- If you seem well-organized and have a clear goal, people are more likely to follow
  - Have an Agenda and Roles when you start meeting.

## **What may be barriers for stakeholders who may want to get involved?**

- Food and Childcare are good to provide at meetings.

## **Do you know your District Supervisor and other decision makers?**

- Powermapping can be a handy group exercise

## **What is your mission/purpose statement?**

## **Resources:**

- Neighborhood org map database (download excel sheet from map):  
<http://sfplanninggis.org/NeighborhoodOrganizations/>
- SF Parks Alliance Park Partners List: [www.sfparksalliance.org/our-work/park-partners](http://www.sfparksalliance.org/our-work/park-partners)

## Phase 2: Scheduling

Scheduling defines the **WHEN** and **WHO** of your project.

### **C**ollaborating with professionals: Consulting and Construction Prep:

**Will you hit a wall in the process and need to bring in an expert?**

- If none of your core community partners have experience with a certain aspect of your project, identify someone who does before they are needed
- Have your priorities, goals, and stakeholders ready before reaching out for assistance

**What skills do your community members have and what do they lack?**

**Have you considered consulting the following professionals?**

- Landscape architect, Landscape designer, Arborist
- Naturalist, Ecologist, Habitat Restoration professional

**Do you need a licensed contractor or Landscape Architect for the job, or will a designer or student suffice?**

**Does your project have back-up plans or components that can be built in phases?**

**What types of permits are needed for your work, and who must approve and sign them?**

**Resources:**

- Public Architecture connects nonprofits with pro-bono design services:  
<https://www.publicarchitecture.org/>
- UC Berkeley Landscape Architecture
- American Society of Landscape Architects: [www.asla.org](http://www.asla.org)
- California Native Plant Society gardening resources, for design, installation and plant choice tips: <https://www.cnps.org/gardening>
- Literacy for Environmental Justice, Candlestick Point Native Plant Nursery:  
<https://www.lejyouth.org/native-plant-nursery/>

# **D**esigning for resilience & bringing nature into City:

## **Who is this space for?**

- Resiliency is not only about what you plant, but the relationship between the space and the people and animals who use it.

## **When do you plant?**

- Green Infrastructure versus Grey Infrastructure

## **What are the current wildlife uses for your space?**

## **Are you in a wildlife corridor?**

- Are you purchasing plants from a

## **How will pollinators interact with your space?**

## **Are vandalism or encampments a likely issue for your space?**

## **Is your space designed to provide a continuing level of economic, social, ecological, and environmental benefits over time?**

## **Resources:**

- **Green Connections Ecology Guide (SF Planning):**  
[www.sfplanning.org/project/green-connections](http://www.sfplanning.org/project/green-connections)
- **SF Plant Finder**
- **San Francisco Storm water Design Guidelines – [www.sfwater.org](http://www.sfwater.org)**
- **Bee Safe: SOURCING POLLINATOR FRIENDLY PLANTS**  
[www.withhoneyintheheart.com/education](http://www.withhoneyintheheart.com/education)
- **Sunset Green Hairstreak Butterfly Corridor: <http://natureinthecity.org/green-hairstreak/>**
- **SFPUC Grants:**
  - **Green Infrastructure Grants**
  - **Community Garden Irrigation Meter Grant**
  - **Urban Watershed Stewardship Grants**
  - **Project Learning Grants**
  - **Rainwater/Greywater rebates**

## Phase 3: Maintenance

Maintenance defines WHERE the project goes from there.

### **E**ngaging community Stewards

**Where do you find interested community members? How do you reach them?**

- Engage with local service groups. Present at their meetings, such as Kiwanis, Rotary
- Work with anyone who was involved in the planning process.
- Ask people! 1 in 4 people say they don't volunteer because nobody asks
- Have an outreach team

**Do you have a maintenance plan and know when things will need to be replaced?**

**How often will you organize volunteer work days?**

- Not all stewardship has to be organized

**Do you have signage that educates and asks for community stewardship?**

**Do you have a Social Media presence**

**Do you have flyers?**

**Does the community know what is happening ahead of time?**

- Contact neighborhood groups, whether they are directly related to open space or not

**Should you have material in multiple languages?**

**Resources:**

- Local papers, newsletters
- Social media
- Hands On Bay Area for volunteer match

# Funding maintenance and ongoing care

## Where do you solicit funds?

- Grants: City Funding from various departments
- State Funding sources, such as Cal Fire, California ReLeaf

## Where do you obtain materials?

- Always have a backup/emergency plan

## What can you get donated?

- Ex: Tree Care companies often provide free wood chips
- Can you collaborate with nearby businesses?

## How much money have you saved for maintenance?

- Volunteer labor

## How much maintenance does your plan require?

- Native plants generally require less maintenance

## Resources:

- **Green Connections Community Resource List**
- **Green Values Stormwater Toolbox Calculator and Cost Sheet**  
[http://greenvalues.cnt.org/national/cost\\_detail.php](http://greenvalues.cnt.org/national/cost_detail.php)