

urb-in is a practice specializing in infrastructure and design

Our mission is to transform how infrastructure is designed and constructed with the goal of building resilient cities and communities.

urb ————— in

ABOUT

Established: 2013

Service territories:

San Francisco Bay Area

Los Angeles

New York City

Key Personnel

Owner: Jonathan Manzo

Project Director: Andrew Guenzer

Designers:

Kerstin Roeck & Charles Malueg

SERVICES

Design Supervision

Land Use Planning

Design

Stakeholder Engagement

and Coordination

CLIENTS

Pacific Gas & Electric
(PG&E)

Sheppard, Mullin, Richter
& Hampton

Storefront Political Media

MC2 Bay Area Public

Affairs

Toledo Capital

Development

CERTIFICATIONS

NGLCC | #12777

CPUC | #16001293

CALIFORNIA SB | #200362

LEED AP | #0010489250

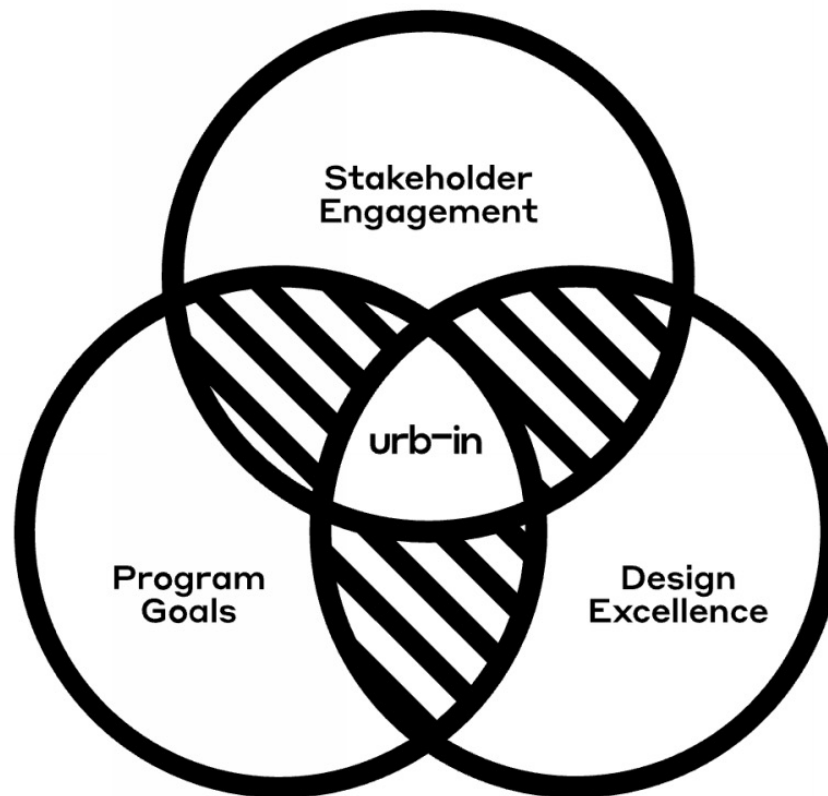
ENVISION SVP | #21141

AIA | #30518839

**SPUR URBAN LEADERS
COUNCIL**



How should infrastructure be planned, designed, constructed in a largely urbanized world?



project goals

community sentiment

reputation/brand

PROJECT DETAILS

CLIENT
Pacific Gas & Electric

LOCATION
San Francisco, CA

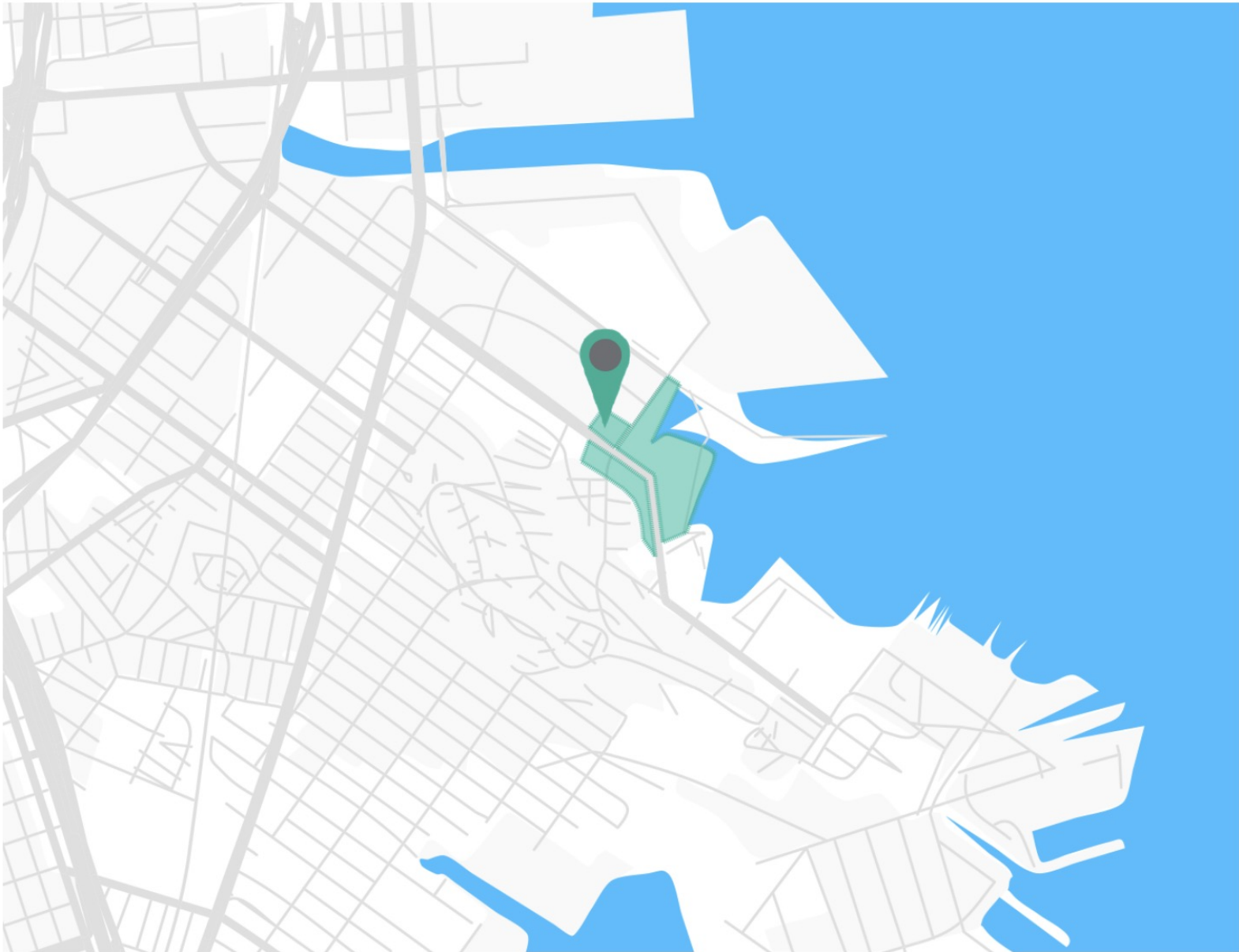
DATE COMPLETED
In progress

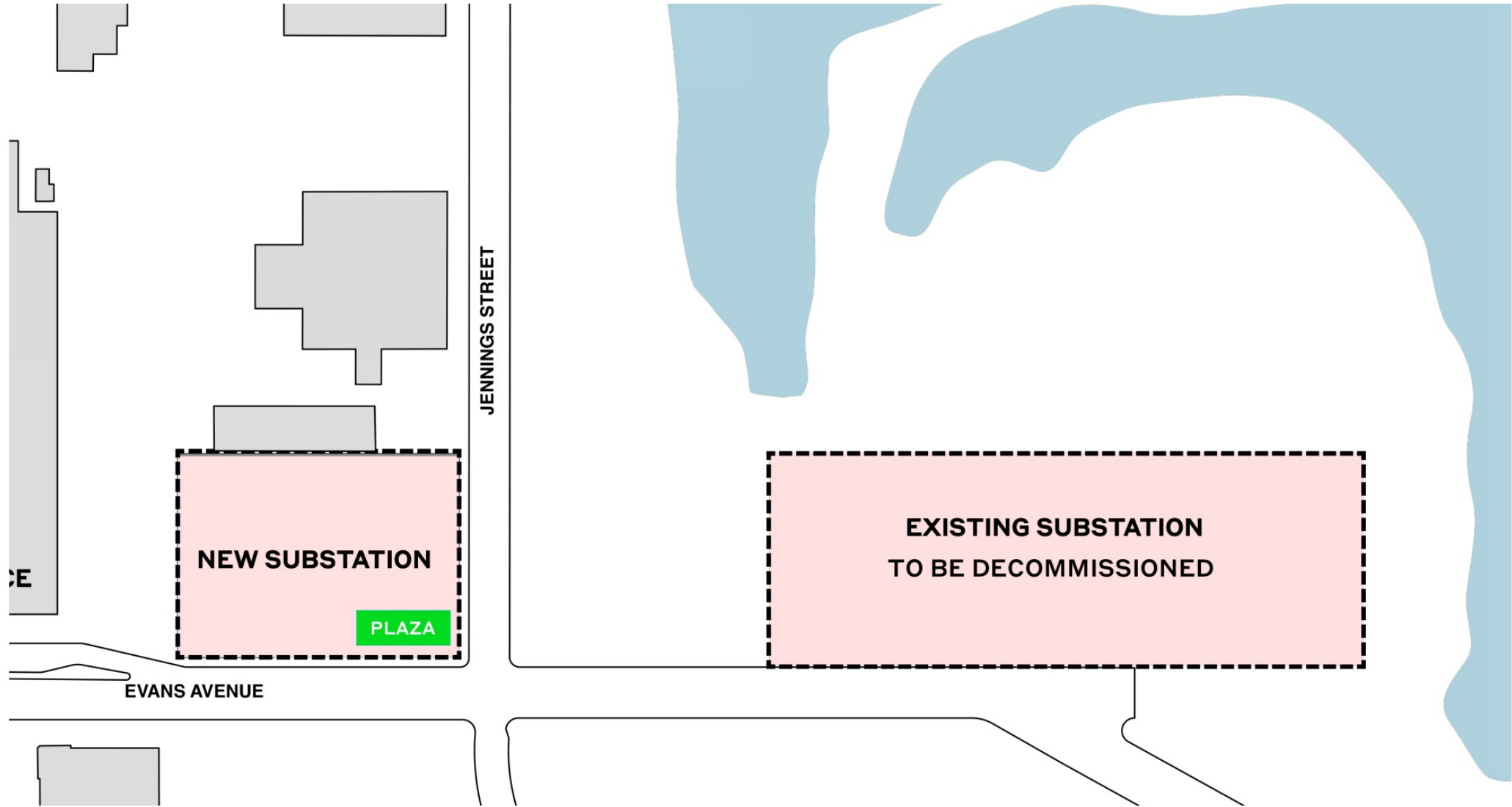
TEAM

Architects
Tatiana Bilbao Estudio &
TEF Design

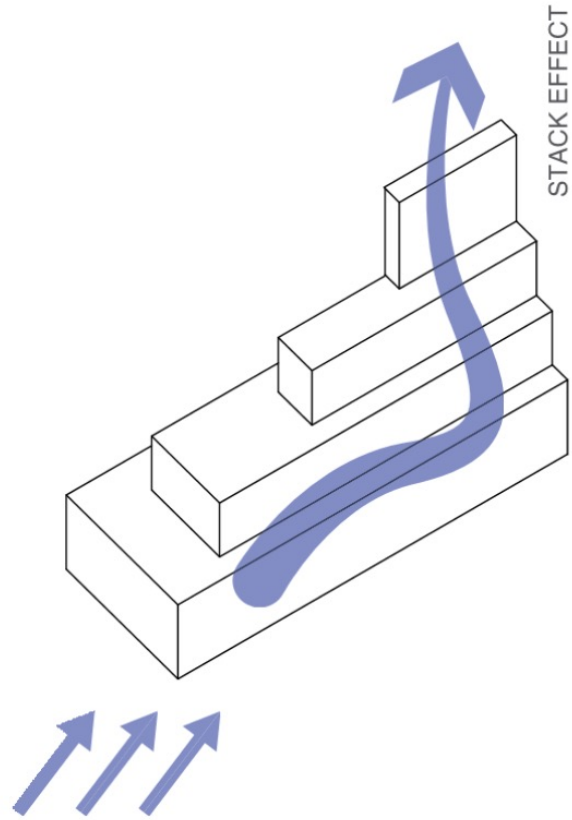
Landscape Architect
Creo Landscape
Architecture

URB-IN ROLE
Design Supervision, Land
Planning and Stakeholder
Engagement



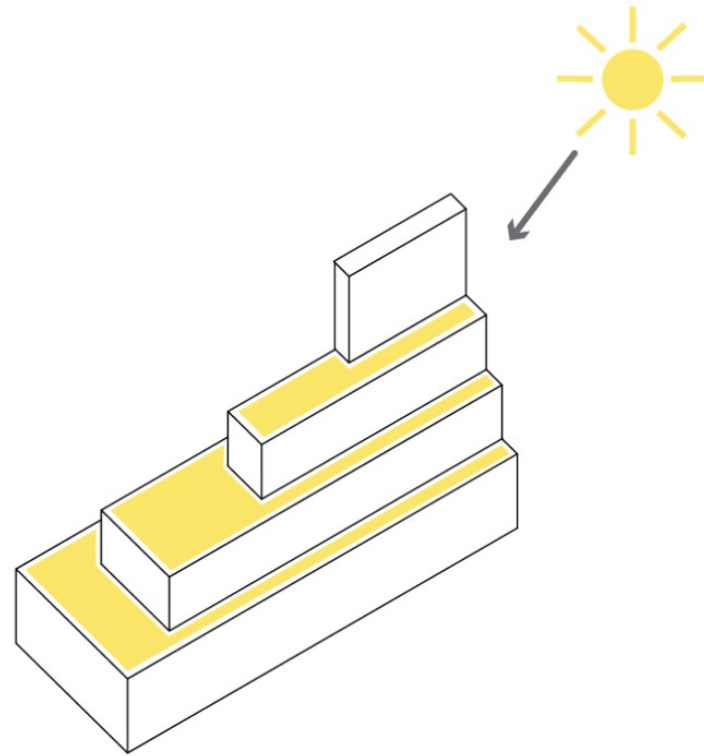


SUBSTATION RELOCATION



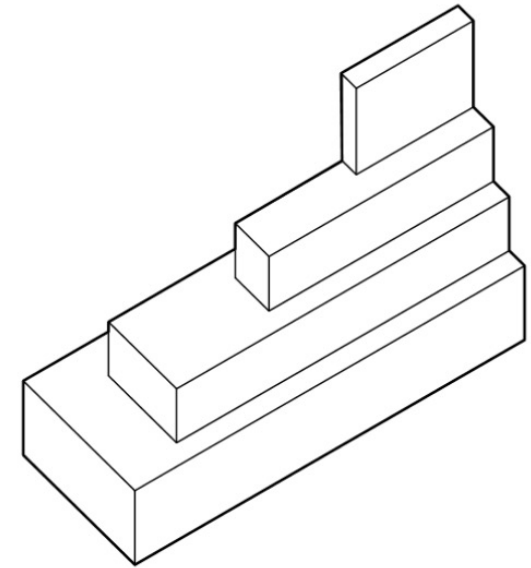
PREVAILING WIND
REDUCE BUILDING ENERGY USE

+



SOUTHERN EXPOSURE
MAXIMIZE ON-SITE RENEWABLE ENERGY WITH
PHOTOVOLTAIC PANELS

=



NET ZERO ENERGY + BUILDING FORM

NET-ZERO DIAGRAM

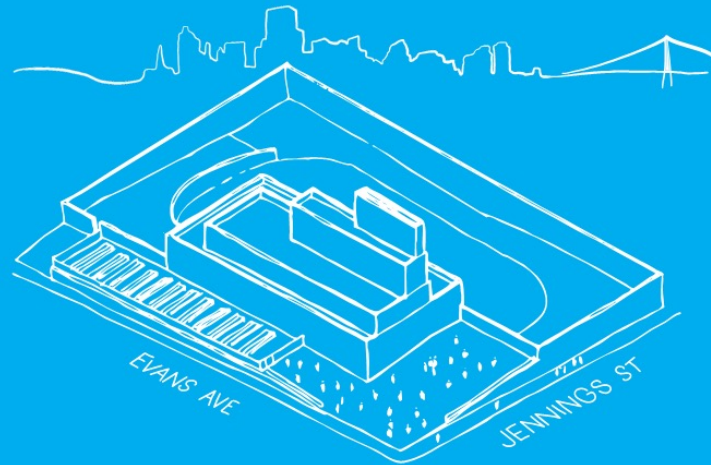
Planning and design for the Hunter's Point Substation plaza started in 2017. Stakeholder outreach has been a central part of the design process for the plaza. Community meetings and targeted stakeholder outreach were held yearly from 2017-2019 to inform the community and solicit their feedback.

2020 Outreach Methods:

- An opinion survey accessible through the web, sms, or a printed copy
- An e-mail and direct mail campaign reaching ~5,624 Bayview-Hunters Point residents
- Posters and postcards
- Virtual meetings
- Partnerships with community organizations
- Promotions with gift cards and tote bags

Take the Survey!

AtHuntersPoint.com



We need your input! PG&E will build a Plaza on the corner of Jennings Street and Evans Avenue, in front of a new substation.

Learn more and give your opinion by taking our survey. The survey closes on February 1st.

Visit AtHuntersPoint.com

or

Text PLAZA to (855) 925-2801

or

Call (415) 275-0991 to request a paper survey

Scan with your phone to go to survey.



ENGLISH



CHINESE



ESPAÑOL

Response Metrics

Relative to past outreach campaigns, the survey generated a high level of engagement. We sought the input of ~5,600+ participants through a mix of outreach methods. This yielded a 4.8% response rate to the survey, which translates to 265 respondents.

Key metrics:

- 265 unique respondents:
 - 144 via web survey (54%)
 - 74 via SMS survey (28%)
 - 47 via paper survey (18%)
- 142 comments
- 218 new email subscribers
- 3,899 data points



Now Hunters Point | 2013 - ongoing

The NOW Hunters Point program, began as an experiment to program and temporarily activate the newly remediated, and vacant, PG&E Hunters Point Power Plant.

Team:
Envelope
Studio O
RHAA

urb-in role: design supervision



Hunters Point Shoreline 2017

The Hunters Point Shoreline remediation and restoration plan improves the existing Bay Trail, bringing it in line with current BCDC Bay Trail and Blue Greenway standards, while providing much needed urban green space.

Team:
Envelope
Studio O
RHAA

urb-in role: design supervision



PG&E Hunters Point Vision Document | 2017-2018

In 2018, urb-in and partners produced a planning and visioning document that assessed the redevelopment potential of the 32 acre Hunters Point Site.

TEAM:
urb-in
Tatiana Bilbao Estudio
MLA Green

urb-in role: co-author, design supervision and land planning



NEXT STEPS

Expand the infrastructure consulting client base within the public and into private sectors.

Public Sector: Regulated Utilities

Private Sector: Targeting Large hybrid AE firms.

Design: Leverage recent successes to expand design practice.

Thank you!

Acknowledgements

Build Out

Paul Pendergast
Melinda Lee
Michael Reyes

PG&E

Kristin Inman
Darin Cline
Gregg Marioni

Toledo Capital Development

Alfred Fraijo Jr.
Arturo Becerra

TEF Architecture
Estudio Tatiana Bilbao
MLA Green

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STRUCTURE
AND
DESIGN**

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