



ARCHITECTURAL FOUNDATION OF SAN FRANCISCO

40th Annual High School Design Competition

2009

CENTER FOR SAN FRANCISCO FILM ART

<http://www.afsf.org/>

- PROGRAM SUMMARY
- Congratulations! You are one among many emerging design professionals in the Bay Area invited to participate in a competition to design the Center for San Francisco Film Art.
  - This building will serve as a center to celebrate the rich film history of the San Francisco Bay Area. The primary mission of the building will be to showcase and educate the public on the art, history, and process of film and digital media. This building will be used as a combination of a museum, film archive, historical preserve, and learning center. In addition to the interior functions, the building will attract people to the immediate area and activate the adjacent Jessie Square with its weekly outdoor film screenings.
  - The inhabitants of this building will be like an audience to a film. The building should tell a story about its purpose and carry its user's senses into a progression of experiences. And like the director and his camera lens, you as the designer will have the ability to focus your design on visitor's experience.
  - This Center and surrounding site will provide a place open to all that will foster a wide range of community activities and events related to film. It is expected to draw a wide audience including tourists, families, students, and film aficionados.
  - The building should respect the surrounding architecture and open space as well as complement their functions. The building's design should address its context among historic buildings and its prominent location on the face of Mission Street. In line with San Francisco's new green building initiatives, the Center should be constructed using creative integrated green building strategies and materials.
  - The building's site is located on Mission Street in downtown San Francisco's Cultural district. This vibrant South of Market neighborhood has become one of the densest concentrations of museums in the world. The existing site is currently vacant. The site is surrounded by a variety of amenities and outdoor public spaces. To the Northwest of the site sits the Westin Hotel and the newly opened adaptive reused landmark, Jewish Contemporary Museum designed by renowned architect, Daniel Libeskind. To the Northeast of the site is the historic Rochester Big & Tall office building. To the East, across Mission Street is the Yerba Buena Center for the Arts, Yerba Buena Gardens, and the retail, dining and entertainment building, Metreon. To the Southeast of the site lies the public plaza, Jessie Square and the historic St. Patrick's Church.
  - This building is easily accessible by public transportation: including Bart, multiple Muni lines, and the historic F Market streetcar. The building is also in walking distance of the San Francisco Transbay Terminal. Public parking is available at several nearby parking garages. No new on-site parking will be provided.
- SITE

San Francisco has recently passed one of the most ambitious green building laws in the country. In efforts to meet these new requirements and to reduce the overall impact of the building on the natural environment and occupants' health, this center will integrate green building strategies that help increase energy and water efficiency, use renewable energy and materials, and reduce consumption, pollution, and waste. The building should implement careful building orientation, natural day lighting, smart shading systems, water conservation, and photovoltaic solar collectors among other sustainable strategies. Research into the Leadership in Energy and Environmental Design (LEED) rating system is encouraged. Where possible, the building itself should showcase green building methods used to educate the public on sustainable architecture.

The Center for San Francisco Film Art will be a two-story structure not to exceed 40 feet in height. The building can be situated anywhere on the given site, but in an effort to maintain light, air, and open space and minimize the footprint of the structure, the building itself must be able to fit on a 75 feet by 75 feet square plot. The Center will include the following spaces:

**The following are interior spaces:**

Unless noted otherwise, these spaces can be placed on either the first or second floor of the building.

**Main Entrance & Lobby:** (250 sq. ft.) This will serve as the gateway into the Center from the exterior and must be easily visible to the public. The lobby includes a large digital display wall that will show clips of films and announce upcoming exhibitions. There will also be a small information desk for greeting and assisting visitors, building security, and for providing information on events, classes, and space rental. This space should be located near ground level.

**Film Gallery:** (900 sq. ft.) This two-story space is where film exhibitions and event gatherings will occur. The Gallery will exhibit both digital and print media and should have plentiful natural lighting but should have the ability to go dark when required. In addition to incoming exhibitions, at least four integrated digital kiosks will provide visitors with a multimedia experience. The Gallery should also be in close proximity Lobby and to vertical circulation.

**Screening Room:** (800 sq. ft.) This small theatre will be used to screen motion pictures and provide a meeting place for educational lectures and presentations. A small, elevated stage should be provided for speakers and presenters. This room should be able to seat at least forty people. Seat arrangement can be integrated into the building's architecture and may be tiered. The screening room may have the ability to open up to the Gallery for larger screenings and events.

**Learning Center:** (600 sq. ft.) This room will provide educational facilities for visiting students and film enthusiasts. Seminars will be given on the history and techniques of filmmaking as well as hands on technical classes for media equipment use and care.



**Café:** (600 sq. ft.) This café will serve food and drinks to the public as well as for organized events. This space must have direct access to the exterior and seating should be provided in an adjacent outdoor space. The café will remain open after business hours during outdoor film screenings.

**Food Preparation Area and Supply Room:** (150 sq. ft.) This space is the area where food is prepared and must be adjacent to the Café. A supply room where stock food and supplies are stored must be adjacent to the food preparation area.

**Public Circulation:** (350 sq. ft. max. on each floor) This interior circulation includes interior stairs, elevator and adjacent lobbies, and hallways. The elevator must have a minimum clear inside dimension of 5'-8" wide x 4'-6" deep. The stair must be at least 5'-0" wide.

**Administrative Office:** (100 sq. ft.) This space is used for the day-to-day operations of the building including event preparation and organization and building maintenance.

**Men's and Women's Restroom:** (300 sq. ft.) Provide one restroom for each gender located near the public circulation (stairs, elevator). Each restroom will be 150 sq ft. and will have two stalls and one sink.

**Janitor's Closet & Storage:** (25 sq. ft.) This closet for Janitorial supplies should be adjacent to the Restrooms.

**The following are exterior spaces:**

**Green Roof/ Roof Garden Terrace:** This exterior space on the roofs will help minimize the heat island effect of the building as well as provide an outdoor space for visitors to sit, linger, have lunch, and enjoy the views of Yerba Buena Garden. This roof should be an architectural feature of the building and complement the existing outdoor spaces surrounding the site.

**Outdoor Theatre:** The adjacent outdoor plaza, Jessie Square, will be the venue for weekly night outdoor film screenings, weather permitting. The projected or self-illuminated surface will be located on the Southwest side of the building. The screen can be a hard surface and a part of the building's architecture or a retractable screen that can be hidden from view when not in use. The plaza may be modified to enhance the new added use of this outdoor space.

**Optional Exterior Stair:** This exterior stair provides access to the Green Roof/ Roof Garden Terrace even when the building is closed. It can also provide a second exit from the second story.

**Other Requirements:**

**Bike Racks:** An exterior space for bikes must be provided for safe bike storage.



## NARRATIVE

■ Project Narration: (150 words) Compose a thoughtful and concise narrative explaining the main ideas of your building design. This can include but is not limited to: How the building responds to the surrounding architecture and site, how the building showcases the art and techniques of filmmaking, how building is organized, how the sustainable systems are integrated into the building design, the story of a typical visitor and how will people occupy the building.

## CONTEXT

■ For more information regarding the context of this project, visit the following websites:

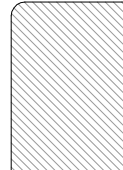
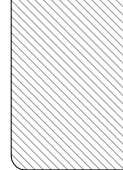
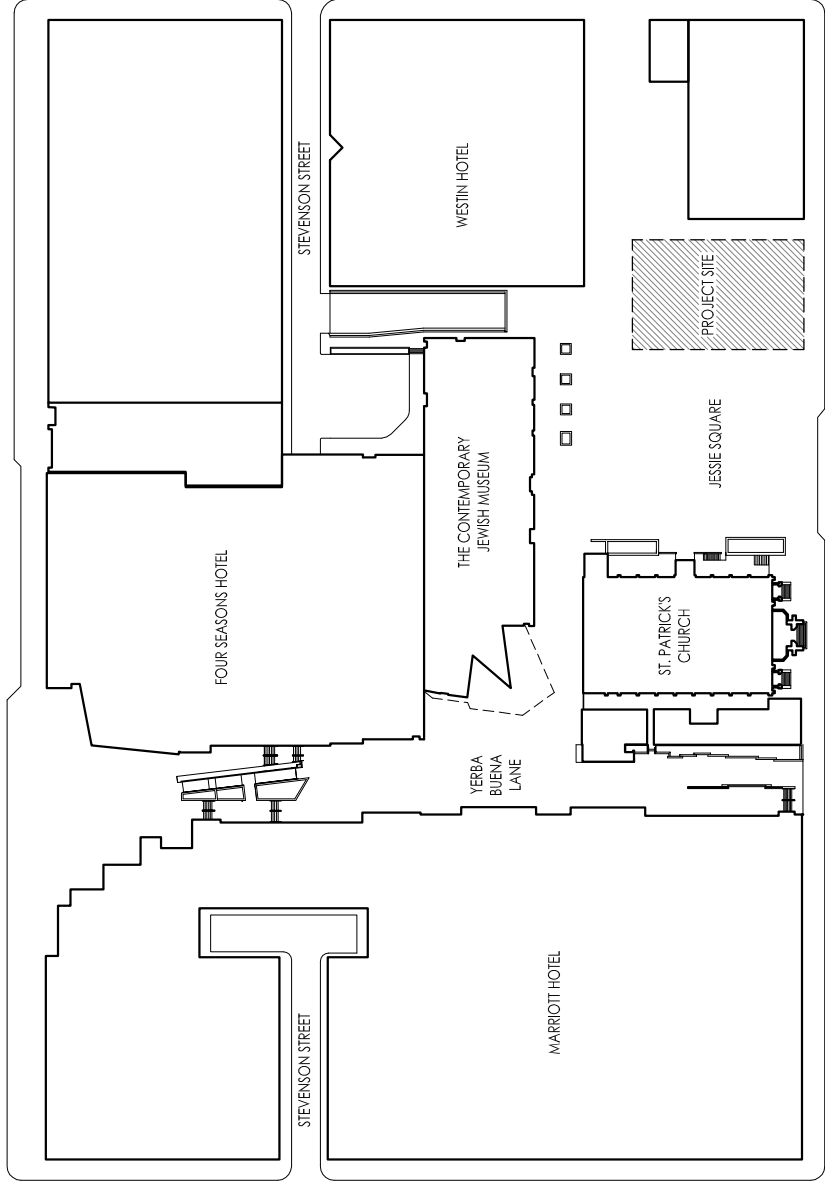
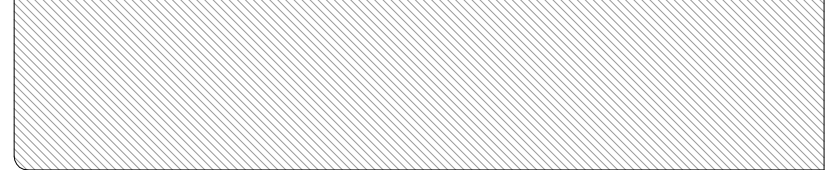
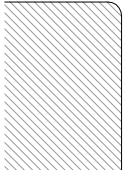
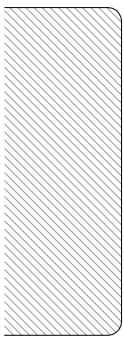
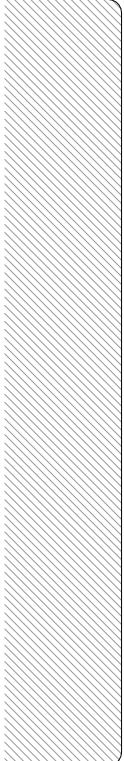
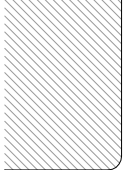
■ <http://www.yerbabuenagardens.com/index.html>

■ <http://www.thecjm.org/>

■ <http://www.pcparch.com/transbay/citypark.swf>

■ [http://en.wikipedia.org/wiki/South\\_of\\_Market,\\_San\\_Francisco,\\_California](http://en.wikipedia.org/wiki/South_of_Market,_San_Francisco,_California)

■ <http://www.usgbc.org/DisplayPage.aspx?CategoryID=19>



MARKET STREET

THIRD STREET

STEVENSON STREET

FOUR SEASONS HOTEL

THE CONTEMPORARY JEWISH MUSEUM

ST. PATRICKS CHURCH

JESSIE SQUARE

PROJECT SITE

YERBA BUENA LANE

MARRIOTT HOTEL

WESTIN HOTEL

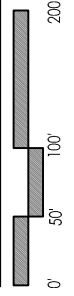
FOURTH STREET

MISSION STREET

METREON

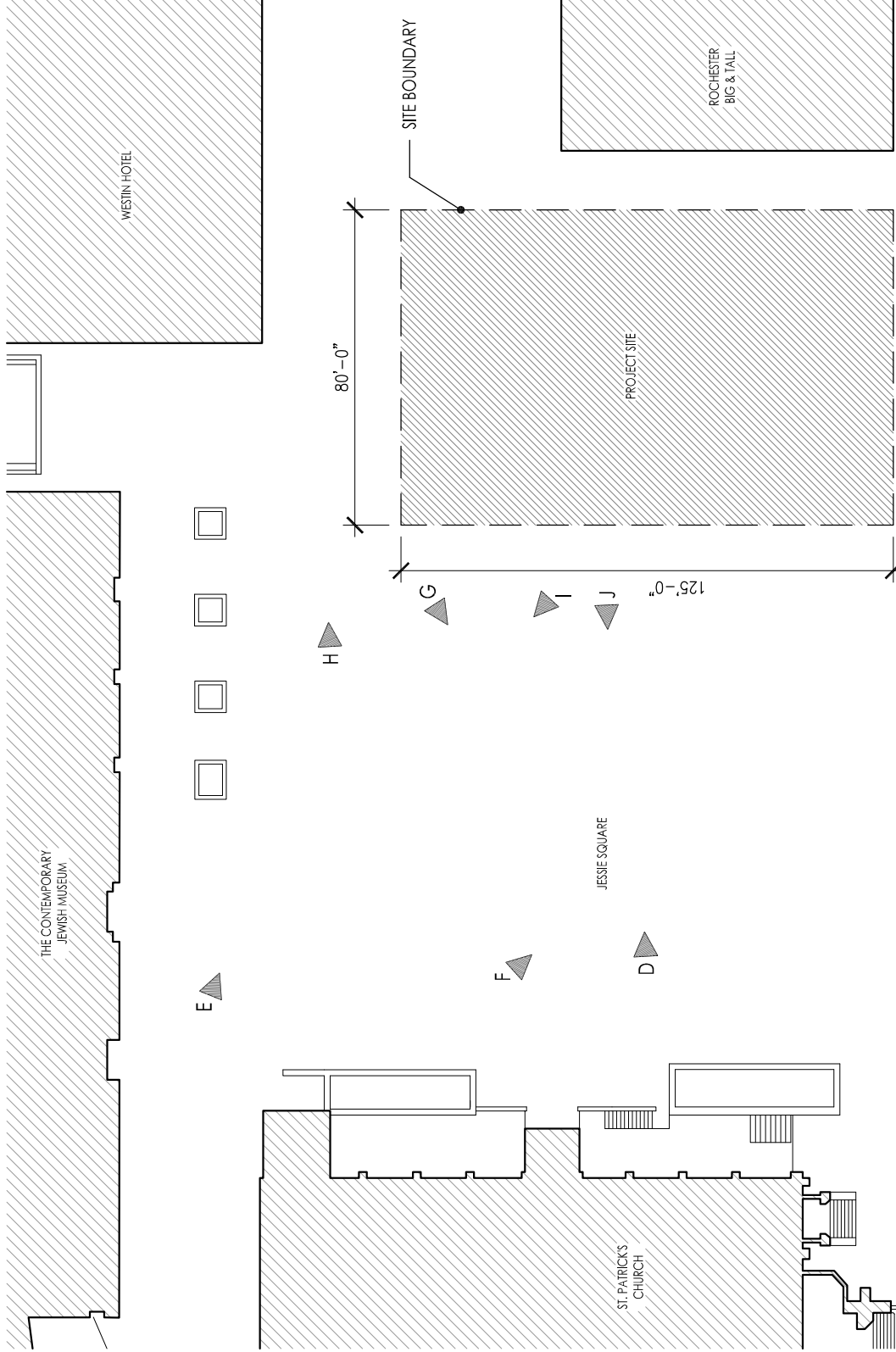
YERBA BUENA GARDENS/ YERBA BUENA CENTER FOR THE ARTS

# VICINITY MAP



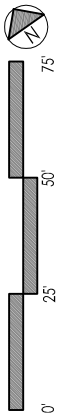
ARCHITECTURAL FOUNDATION OF SAN FRANCISCO

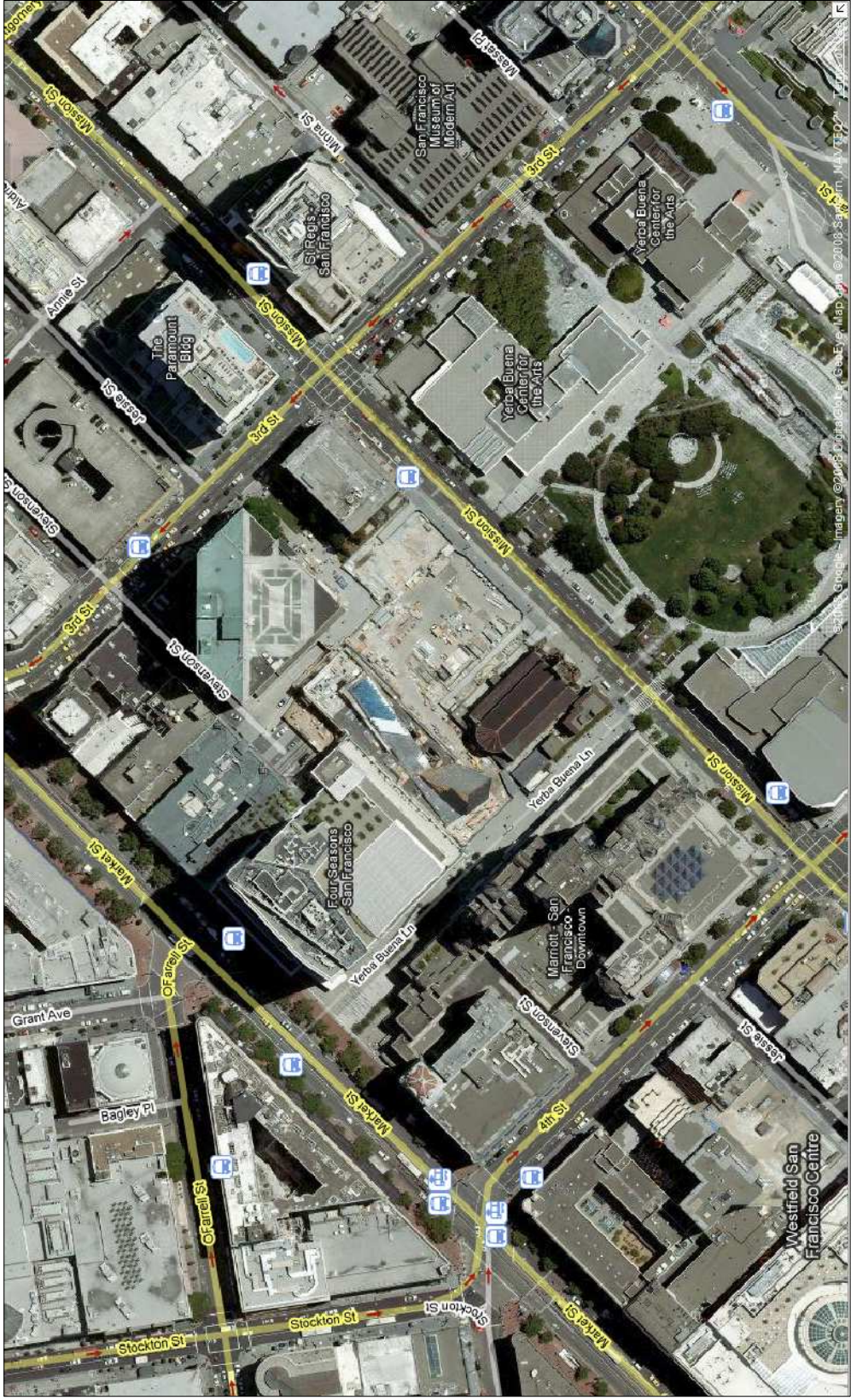
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SITE MAP





AERIAL SITE PHOTO  
GOOGLE MAPS - <http://maps.google.com/>



(A) VIEW OF PROJECT SITE FROM SOUTHEAST

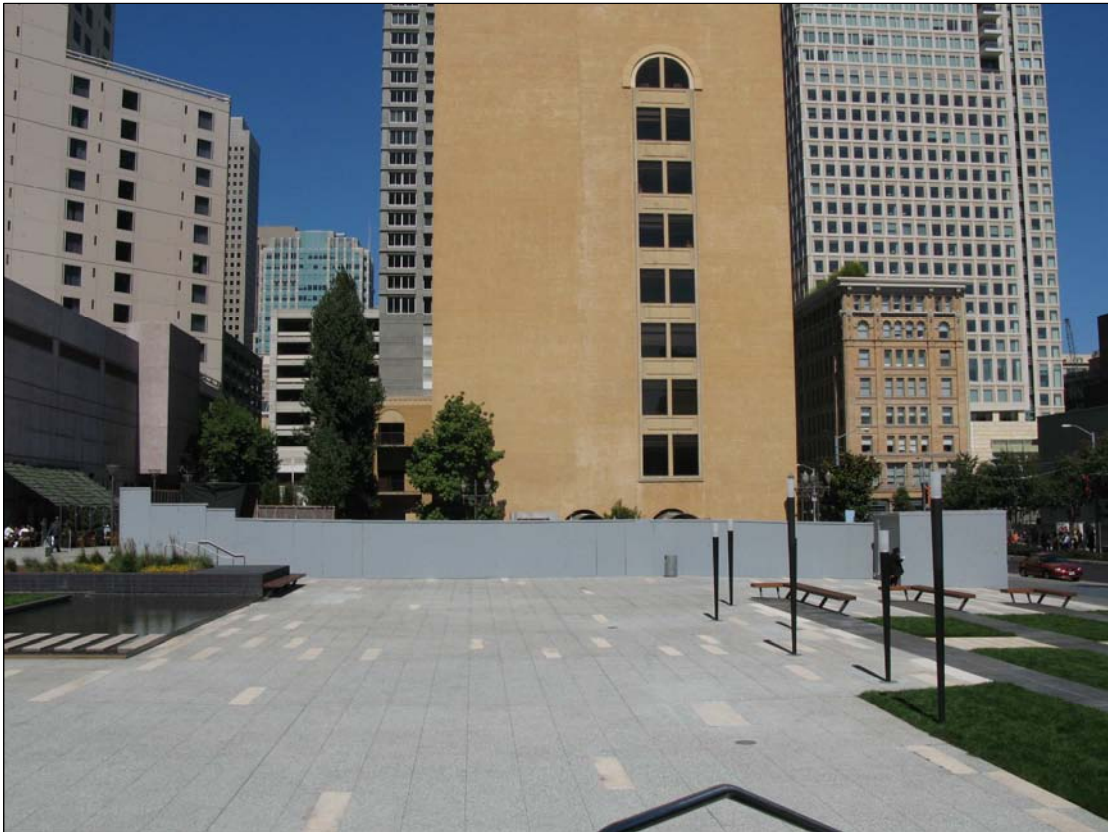


(B) VIEW OF PROJECT SITE FROM EAST

## SITE PHOTOGRAPHS



(C) VIEW OF PROJECT SITE FROM EAST



(D) VIEW OF PROJECT SITE FROM SOUTHWEST

SITE PHOTOGRAPHS



(E) VIEW OF PROJECT SITE FROM WEST



(F) VIEW TOWARDS EAST OF YERBA BUENA CENTER FOR THE ARTS

## SITE PHOTOGRAPHS



(G) VIEW TOWARDS SOUTH OF YERBA BUENA GARDENS/ METREON/ ST. PATRICK'S CHURCH



(H) VIEW TOWARDS NORTHEAST OF PEDESTRIAN ALLEY WAY

## SITE PHOTOGRAPHS

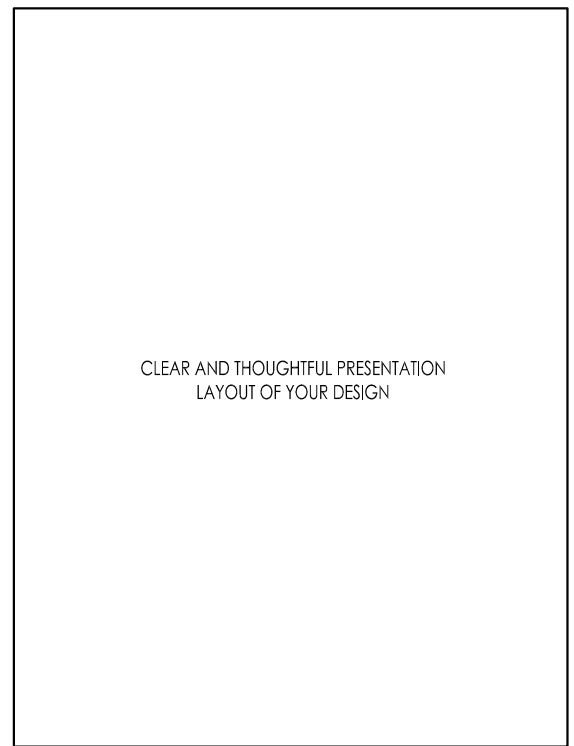
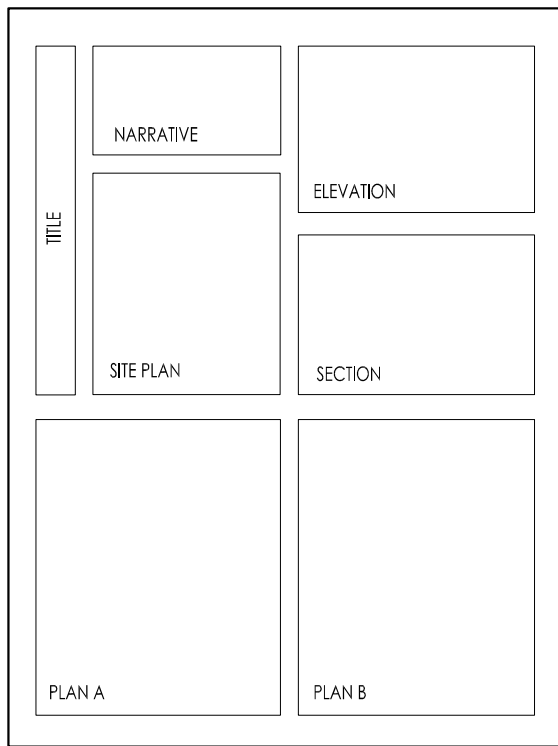
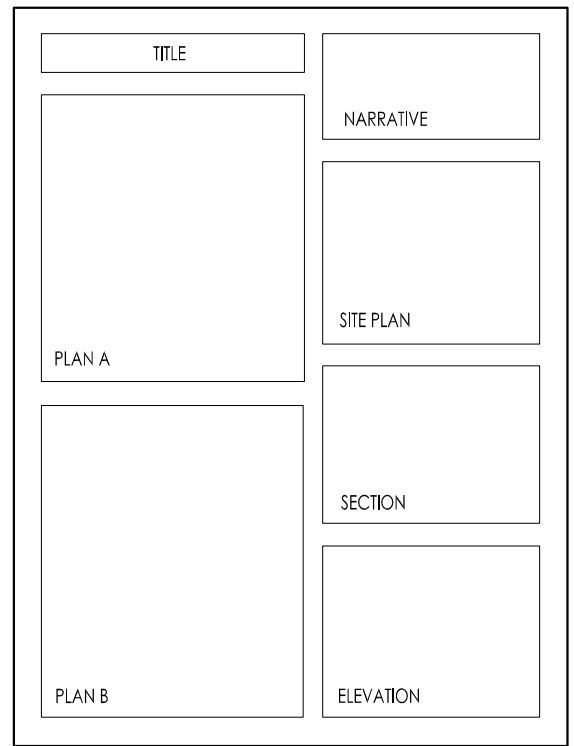
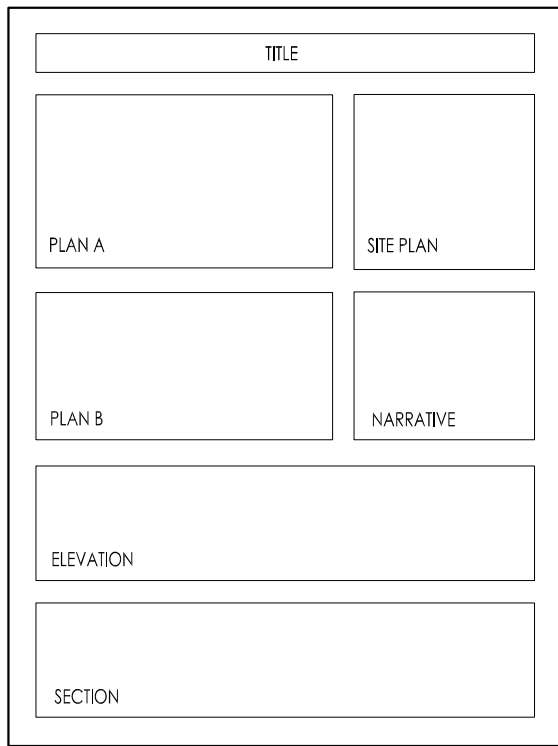


(I) VIEW TOWARDS NORTHWEST OF THE CONTEMPORARY JEWISH MUSEUM



(J) VIEW TOWARDS SOUTHWEST OF ST. PATRICK'S CHURCH

## SITE PHOTOGRAPHS



SAMPLE PRESENTATION LAYOUTS