

# LAURA CRESCIMANO

## PRINCIPAL



Laura Crescimano is a co-founder and leader of SITELAB urban studio, a San Francisco-based urban design and strategy firm focused on using research and visualization to create great places, big and small.

Laura is an expert on urban design and entitlements with an emphasis on the public realm. Her projects range from Pier 70, where she is leading a multidisciplinary design team through the design and entitlement of a 35-acre mixed-use development in a historic industrial district of San Francisco, to the Portola Green Plan, where she collaborates with a neighborhood community group to build a vision for their neighborhood, to a Pop-Up Care Village for the homeless services non-profit Lava Mae.

She has written and lectured on placemaking, urban design and the arts, temporary urbanism, design entrepreneurship and the urban evolution of the workplace. She has taught on Design and Activism at UC Berkeley. Laura served on the board of The Greenhouse Project and, from 2010-2012, on the Board of Directors for AIA San Francisco.

## EDUCATION

Master of Architecture  
Harvard Graduate School of Design  
  
Bachelor of Arts in Architecture  
Yale University

## REGISTRATION & AFFILIATIONS

Waterfront Design Advisory Committee (WDAC), Port of San Francisco, 2017  
  
Board Member, The Greenhouse Project, Portola San Francisco, 2015-2018  
  
Review Committee, San Francisco Urban Design Guidelines, 2016  
  
Future of the Workplace Working Group, SPUR, San Francisco, 2016  
  
Board of Directors, AIA San Francisco, 2010-2012

## SELECTED TALKS & PUBLICATIONS

California Preservation Conference, Speaker, May 17-20, 2018, Palo Alto, CA  
  
Pier 70 Creative Process for Creative Places, Speaker, March 23, 2018, AIA Silicon Valley, San Jose, CA  
  
Monterey Design Conference, Speaker, October 13, 2017, Monterey, CA  
  
Multidisciplinary Practice, Speaker, October 22, 2015, Equity by Design / AIASF, San Francisco, CA  
  
Place Making at Pier 70, Speaker, July 21, 2015, California Preservation Foundation, San Francisco, CA  
  
Pier 70 Case Study, Speaker, October 4-5, 2014, Public Interest Design Institute, Rice University

## SELECTED PROJECT EXPERIENCE

### Google HQ North Bayshore

Urban Design / Master Plan / Community Engagement  
Mountain View, CA

### 500 Kirkham

Ground Floor Programming / Graphic Design  
Oakland, CA

### Pier 70 Waterfront Redevelopment

Urban Design / Entitlements / Community Engagement / Design Guidelines / Streetscape Master Plan / Signage Master Plan  
San Francisco, CA

### SFMTA Small Sites Affordable Housing Study

Urban Design / Feasibility Analysis  
San Francisco, CA

### Resilient By Design

Community Engagement  
San Francisco, CA

### McLaren Park Strategic Vision

Urban Design / Community Engagement  
San Francisco, CA

### 5M Project

Urban Design / Community Engagement / Design Guidelines / Entitlements  
San Francisco, CA

### Mission Bay P22 Bayfront Park

Urban Design / Community Engagement  
San Francisco, CA

### 10 South Van Ness Residential

Urban Design / Ground Floor Programming / Community Engagement / Entitlements  
San Francisco, CA

### 1100 Clay Redevelopment

Open Space Design / Community Engagement / Entitlements  
Oakland, CA

### PUC Southeast Plan Design and Public Realm Guidelines

Urban Design / Community Engagement / Streetscapes / Graphic Design  
San Francisco, CA

### Drexel University

Public Realm Plan / Urban Design / Community Engagement / Streetscapes / Pilot projects  
Philadelphia, PA

### Lava Mae Pop-Up Care Village

Temporary Activation / Graphic Design  
San Francisco, CA

### Kendall Square Public Realm Framework Plan

Urban Design / Community Engagement  
Cambridge, MA