WELCOME & THANK YOU FOR ATTENDING!
YOUR INPUT IS INVALUABLE

PROJECT TEAM:

- **OFFICE OF COMMUNITY INVESTMENT & INFRASTRUCTURE (OCII)**
  - BENJAMIN BRANDIN - DEVELOPMENT SPECIALIST
  - SALLY OERTH - DEPUTY DIRECTOR, PROJECTS & PROGRAMS

- **SAN FRANCISCO PUBLIC WORKS**
  - KATHLEEN O’DAY - PROJECT MANAGER
  - LIZZY HIRSCH - PROJECT LEAD FOR DESIGN TEAM
  - BRETT DESMARAIS - DESIGN TEAM
  - VERONICA CHAN - DESIGN TEAM
GROUND RULES

PLEASE SIGN IN

SILENCE PHONES

DIRECT COMMENTS TO THE FACILITATOR

HOLD QUESTIONS UNTIL THE END

RAISE YOUR HAND TO SPEAK

AGREE TO BE OPEN MINDED, LISTEN TO EACH OTHER’S IDEAS, COMMUNICATE WITH RESPECT
TONIGHT'S PROGRAM

INTRODUCTION: OCII
- PROJECT BACKGROUND 10 MINUTES

PRESENTATION: DESIGN TEAM
I - SITE HISTORY 20 MINUTES
II - SITE CONTEXT & ANALYSIS
III - EAST CUT CBD COMMUNITY SURVEY (05/07/2019)
IV - INSPIRATION

FEEDBACK:
- INTERACTIVE EXHIBIT 30 MINUTES
- PUBLIC COMMENTS - Q&A
- QUESTIONNAIRE HANDOUT

NEXT STEPS
- PROJECT SCHEDULE
PARCELS UNDER OCII

• OVER 3,200 NEW RESIDENTIAL UNITS
  (INCLUDING OVER 1,300 AFFORDABLE UNITS)

• 800,000 S.F. OF NEW OFFICE DEVELOPMENT

• 50,000 S.F. OF NEW RETAIL SPACE

• 3.5 ACRES OF NEW PARKS
STREETSCAPE & OPEN SPACE CONCEPT PLAN

SAN FRANCISCO REDEVELOPMENT AGENCY & SAN FRANCISCO PLANNING DEPARTMENT

TRANSBAY REDEVELOPMENT PROJECT AREA

STREETSCAPE & OPEN SPACE CONCEPT PLAN

NOVEMBER 21, 2006

ZIMMER GUNSUL FRASCA PARTNERSHIP

BLOCK 3 PARK
Community Meeting #1 | 03.04.20
PARKS & OPEN SPACES

BLOCK 3 PARK

Community Meeting #1 | 03.04.20
BLOCK 3 PARK DESIGN GOALS

• COMMUNITY-INFORMED PROGRAM
• SERVE THE NEEDS OF RESIDENTS, COMMUTERS, OFFICE WORKS AND VISITORS
• INCLUDE A CHILDREN’S PLAY ELEMENT
• INCLUDE A MIX OF ACTIVE RECREATION AND PASSIVE OPEN SPACES
• INCORPORATE SUSTAINABILITY MEASURES
DESIGN DEVELOPMENT PROCESS

DESIGN PROCESS

COMMUNITY INPUT SCHEDULE

RESEARCH + ANALYSIS
MEETING 1: MARCH 2020
INITIAL DESIGN CONCEPTS
MEETING 2: SPRING 2020
DESIGN REFINEMENT
MEETING 3: SUMMER 2020
DEVELOP SCHEMATIC DESIGN PACKAGE; COMPLETED SPRING, 2021
PART I - SITE HISTORY
SAN FRANCISCO URBAN SETTLEMENT - PAST & PRESENT
DESPITE SEVERAL SEA-FARING EXPEDITIONS IN THE 16TH & 17TH CENTURIES, THEY MISSED SF BAY
POPULATION

- 5,000 years ago
- 1600 CE
- 1700 CE
- 1800 CE
- 1900 CE
- 2000 CE

- 1906 - EARTHQUAKE
  DESTROYED 85% OF CITY

Community Meeting #1 | 03.04.20

Building Design & Construction

BLOCK 3 PARK
INFLUENCES ON THE SAN FRANCISCO URBAN FABRIC

GLOBAL

1791 L'ENFANT PLAN OF D.C.
1920’S CAR CULTURE
1933 CITY OF ATHENS - CORBUSIER VISION
1970’S NATIONAL ENVIRONMENTAL POLICY ACT

LOCAL

1906-15 BURNHAM CITY BEAUTIFUL
1948 SF TRAFFIC WAY
1960-84 GOLDEN GATE WAY
1960’S CONSERVATION OF THE BAY
MOVING FORWARD

TRANSPORTATION

ENVIRONMENT

SITE OCCUPANCY

5,000 YEARS AGO

18TH CENTURY

19TH CENTURY

CURRENT

FUTURE?
PART II - SITE CONTEXT & ANALYSIS
SITE: CONTEXTUAL FRAMEWORK
CULTURAL INSTITUTIONS & PROGRAMS

LEGEND
- BLOCK 3 PARK
- CHILDCARE
- PROPOSED
- LIBRARY
- PUBLIC SCHOOL
- CULTURAL INSTITUTION

10 MINUTE WALKING RADIUS
20 MINUTE WALKING RADIUS
NEIGHBORHOOD OPEN SPACE NETWORK

LEGEND

- BIKE ROUTES
- MUNI STOPS
- CASUAL CARPOOLS
- COMMUTER SHUTTLES

Base map courtesy of The East Cut CBD
NEIGHBORHOOD: OPEN SPACE/PLAZAS

RINCON PLACE
HILLS PLAZA
500 BEALE STREET
FOUNDRY SQUARE IV
INFINITY PATHWAY
33 TEHAMA STREET

Building Design & Construction
COMMUNITY MEETING #1 | 03.04.20
Observations and Opportunities:

333 Harrison, also known as Emerald Park, is located along Harrison Street fronting Rincon Green Apartments. The site is situated inside a fence making the park safe and secure at night. The park has a large lawn that slopes suggesting a natural amphitheater. This space could be activated to become a space for movie nights or host small events.
BLOCK 3 ADJACENT OPEN SPACE

Base map courtesy of The East Cut CBD
PART III - EAST CUT CBD COMMUNITY SURVEY
5/7/2019
View From Beale & Clementina (future) looking northwest
EAST CUT CBD ONLINE COMMUNITY SURVEY 5/7/2019 RESULTS

WHO?
Out of 582 respondents:
- 85% are from the area
- 71% live 2-5 min walk away
- 65% live in a 2 person home
- 24% have dogs
- 20% have children

Desired amenities:
- 74% grassy areas to sit
- 51% food & bev. vendor
- 47% public art
- 45% farmer’s market
- 31% public restroom
- 31% community garden
- 26% other

PARK WISHLIST

Out of 582 respondents:
- 49% relax
- 16% walk dog
- 16% eat or drink
- 14% exercise
- 10% play
- 9% other

Desired amenities:
- 49% grassy areas to sit
- 16% food & bev. vendor
- 14% public art
- 10% farmer’s market
- 9% public restroom
- 9% community garden
- 8% other
FAVORITE PARKS: LOCALLY & GLOBALLY

RINCON PARK, SF
SALESFORCE PARK, SF
WASHINGTON SQUARE, SF
CENTRAL PARK, NYC

YERBA BUENA GARDENS, SF
SOUTH PARK, SF
BRYANT PARK, NYC
THE HIGHLINE, NYC
PART IV - PROPOSED:

PARK PROGRAM
DESIGN CRITERIA
INSPIRATION BOARDS
PARK - PROPOSED PROGRAMS

ADJACENT NEIGHBORHOOD PARK PROGRAMS:

- **RINCON**: OPEN GREEN, PUBLIC ART
- **SALESFORCE**: GARDENS, KIDS PROGRAM & PLAY, STROLLING, EVENT SPACE & FOOD
- **UNDER RAMP (FUTURE)**: DOG PARK, FOOD & BEVERAGE, SPORTS COURT

BLOCK 3 PARK PROPOSED PROGRAMS:

- KIDS’ PLAY ELEMENT
- PASSIVE RECREATION/GATHERING
- FLEXIBLE PROGRAM SPACE
PARK - DESIGN CRITERIA

BLOCK 3 PARK PROPOSED DESIGN CRITERIA:

PROMOTES CIVIC ENGAGEMENT:

Help build a multi-generational community that brings people of all backgrounds into public life as stewards.

ENVIRONMENTALLY SUSTAINABLE:

Increase access to nature and create a climate appropriate and maintainable landscape.
**How big is Transbay Park?**

- **Transbay Park**
  - 1.0 Acre

- **Union Square - Downtown**
  - California St & Taylor St, San Francisco, CA 94108
  - 2.6 Acres

- **Huntington Park - Nob Hill**
  - California St & Taylor St, San Francisco, CA 94108
  - 1.3 Acres

- **South Park - South Beach**
  - South Park St & Jack London Alley, San Francisco, CA 94107
  - 1.1 Acres
PARK CHARACTER IDEAS

THE PARK, LAS VEGAS, NV
PARADISE ART WONDERLAND, HEFEI, CN
ESPLANADE PAUL GRIMAULT, ANNECY, FR
PLACA DEL DUC DE MEDINACELI, BARCELONA
UCSF MISSION BAY PLAZA, SF
BRYANT PARK, NYC
BEEKMAN ST. PLAZA, NYC
CITY GARDEN, ST. LOUIS
PARK SEATING IDEAS

TONGVA PARK, SANTA MONICA
THE PARK, LAS VEGAS
CITY GARDEN, ST. LOUIS
JACK LONDON, OAKLAND
UCSF MISSION BAY PLAZA, SF
ESPLANADE PAUL GRIMAULT, ANNECY, FR
SWING TIME, BOSTON
DREXEL, PHILADELPHIA

BLOCK 3 PARK
Community Meeting #1 | 03.04.20
CULTURAL AMENITIES IDEAS

FARMERS’ MARKETS
EXERCISE
LIVE MUSIC
MOVIE NIGHTS
BERLIN LIBRARY
COMMUNITY BULLETIN BOARD
COMMUNITY EVENTS
CITY GARDEN, ST. LOUIS
RESTROOM IN THE PARK?

6 MIN. WALK TO PUBLIC RESTROOMS

RESTROOM SCALE STUDY

JC DECAUX (CONCEPT IN DESIGN FOR INSTALLATION IN SF)

WASHINGTON SQUARE, SF

PARC DE LA TETE DE’OR, LYON, FR

BLOCK 3 PARK

Community Meeting #1 | 03.04.20
PART V - FEEDBACK

- INTERACTIVE BOARDS & DOT POLLING

- PUBLIC COMMENT

- QUESTIONNAIRE HANDOUT

LIKE (REQUIRED)

DISLIKE (OPTIONAL)
PROJECT SCHEDULE

PROJECT SCHEDULE: DEC 2019-DEC 2024

- CONCEPT/PLANNING: 8 MONTHS
- SCHEMATIC DESIGN: 8.5 MONTHS
- DESIGN DEVELOPMENT: 5 MONTHS
- CONSTRUCTION DOCUMENTS: 8 MONTHS
- BID/AWARD: 4.5 MONTHS
- CONSTRUCTION: 24 MONTHS

CONCEPT PHASE - OUTREACH SCHEDULE

- COMMUNITY MEETING 1: INFORMATION GATHERING
- COMMUNITY MEETING 2: INITIAL DESIGN IDEAS
- COMMUNITY MEETING 3: DESIGN REFINEMENT, PUBLIC SURVEYS
FOR REGULAR UPDATES, VISIT THE PUBLIC WORKS WEBSITE: http://sfpublicworks.org/Block3Park

FOR QUESTIONS OR MORE INFORMATION, PLEASE CONTACT KATHLEEN O’DAY:
KATHLEEN.ODAY@SFDPW.ORG; (415) 558-4534