

UNDER RAMP PARK / EAST CUT SPORTS & DOG PARK



PARK NAMING PROCESS - TJPA CAC
MAY 6, 2025



AGENDA

- INTRODUCTION
- PROJECT BACKGROUND
- PARK DESIGN & PUBLIC OUTREACH
- NAMING PROCESS & TIMELINE
- Q&A

PRESENTER

MIKE RIEGER, Deputy Director

The East Cut CBD

PROJECT TEAM

PROJECT SPONSOR:

Office of Community Investment & Infrastructure (OCII)

LAND OWNER:

Transbay Joint Powers Authority (TJPA)

DESIGN TEAM:

CMG Landscape Architecture (Project Lead)

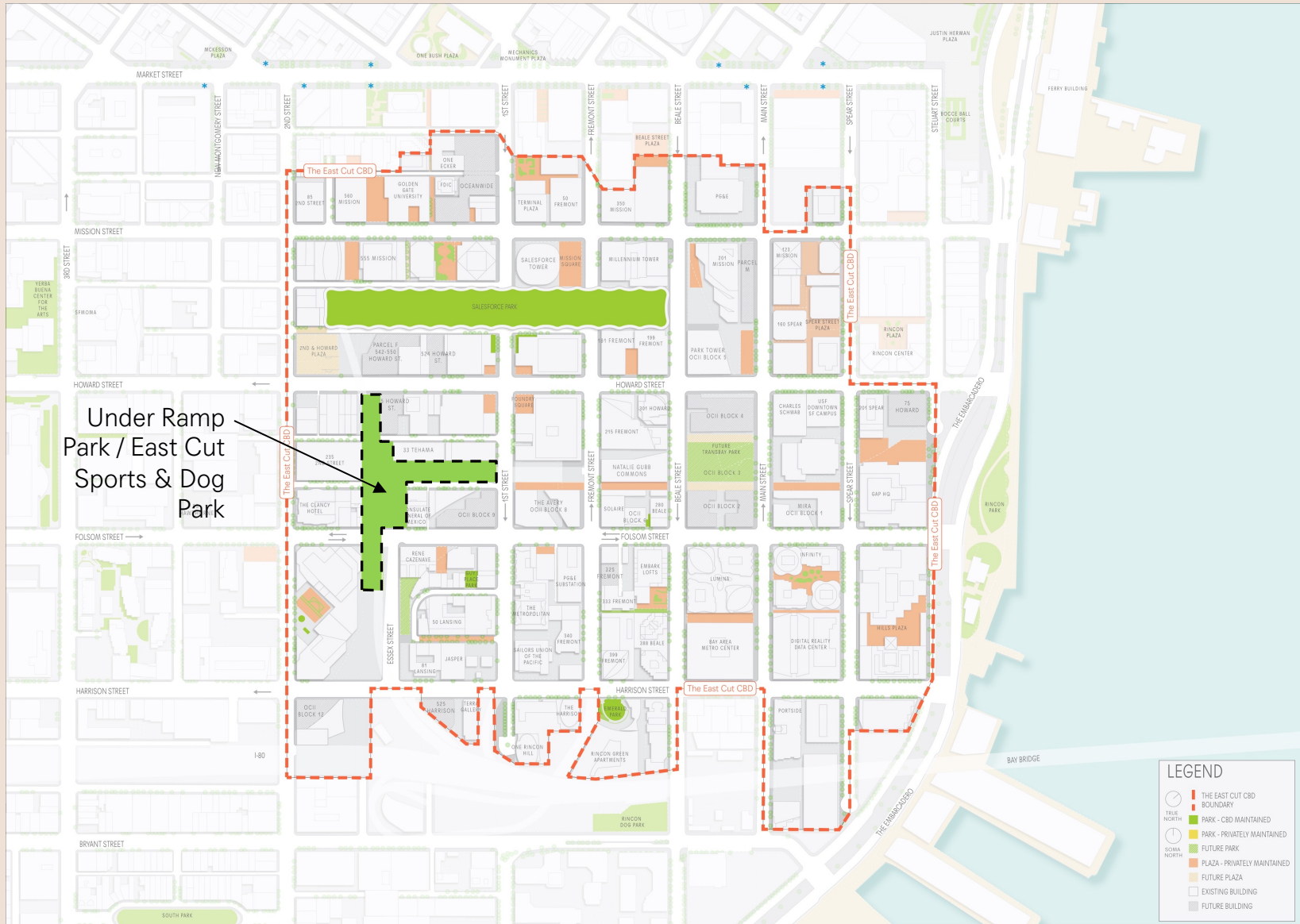
YA Studio (Architect)

ARUP (Engineering)

FUTURE PARK OPERATOR:

The East Cut Community Benefit District

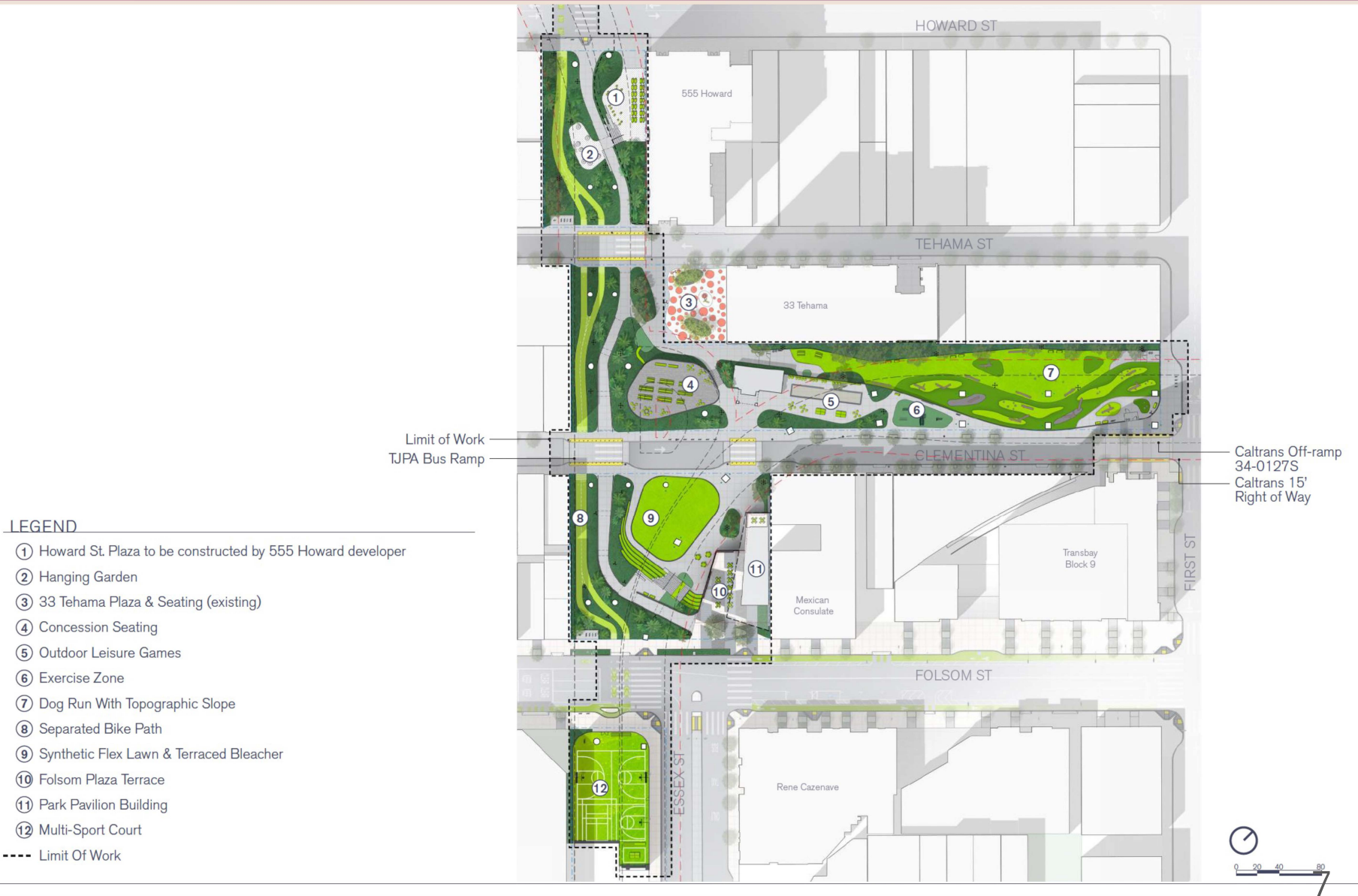
NEIGHBORHOOD CONTEXT



CURRENT PROJECT SCHEDULE

| PHASE | START |
|--------------------------------|----------------|
| 95% CONSTRUCTION DOCUMENTATION | APRIL 2025 |
| PROJECT PERMITTING | FALL 2025 |
| PROJECT FINANCING – BOND SALES | WINTER 2025-26 |
| CONSTRUCTION ADVERTISEMENT | SPRING 2026 |
| CONSTRUCTION (31 MONTHS) | SUMMER 2026 |
| PARK OPENING | SPRING 2029 |

ILLUSTRATIVE SITE PLAN



ILLUSTRATIVE RENDERINGS



Multi-Sport Courts – Essex & Folsom streets



Beer Garden – Clementina Street



Park Entry & Pavilion – Folsom Street



Dog Park – 1st Street

ILLUSTRATIVE RENDERING - CONCESSION



Beer Garden Concession Stand - Clementina

NAMING PROCESS - SCHEDULE

| STEPS | TIMELINE |
|--|---|
| NAMING IDEATION | 04/21/25 – 04/28/25 |
| TJPA CAC PRESENTATION | 05/06/25 |
| COMMUNITY MEETING #1 Reporting of Finalists | 05/07/25 – 6:00 PM 528 FOLSOM STREET |
| TRANSBAY CAC PRESENTATION | 05/08/25 – 5:30 PM 528 FOLSOM STREET |
| COMMUNITY SUPPORT PERIOD (SurveyMonkey Poll & Letters of Support) | 05/07/25 – 05/14/25 |
| COMMUNITY MEETING #2 Reporting of Poll Results | 05/22/25 – 6:00 PM 528 FOLSOM STREET |
| THE EAST CUT CBD BOARD Adoption of Final Name | 06/09/25 – 3:00 PM 2 FOLSOM STREET |
| TJPA BOARD PRESENTATION | TBD |

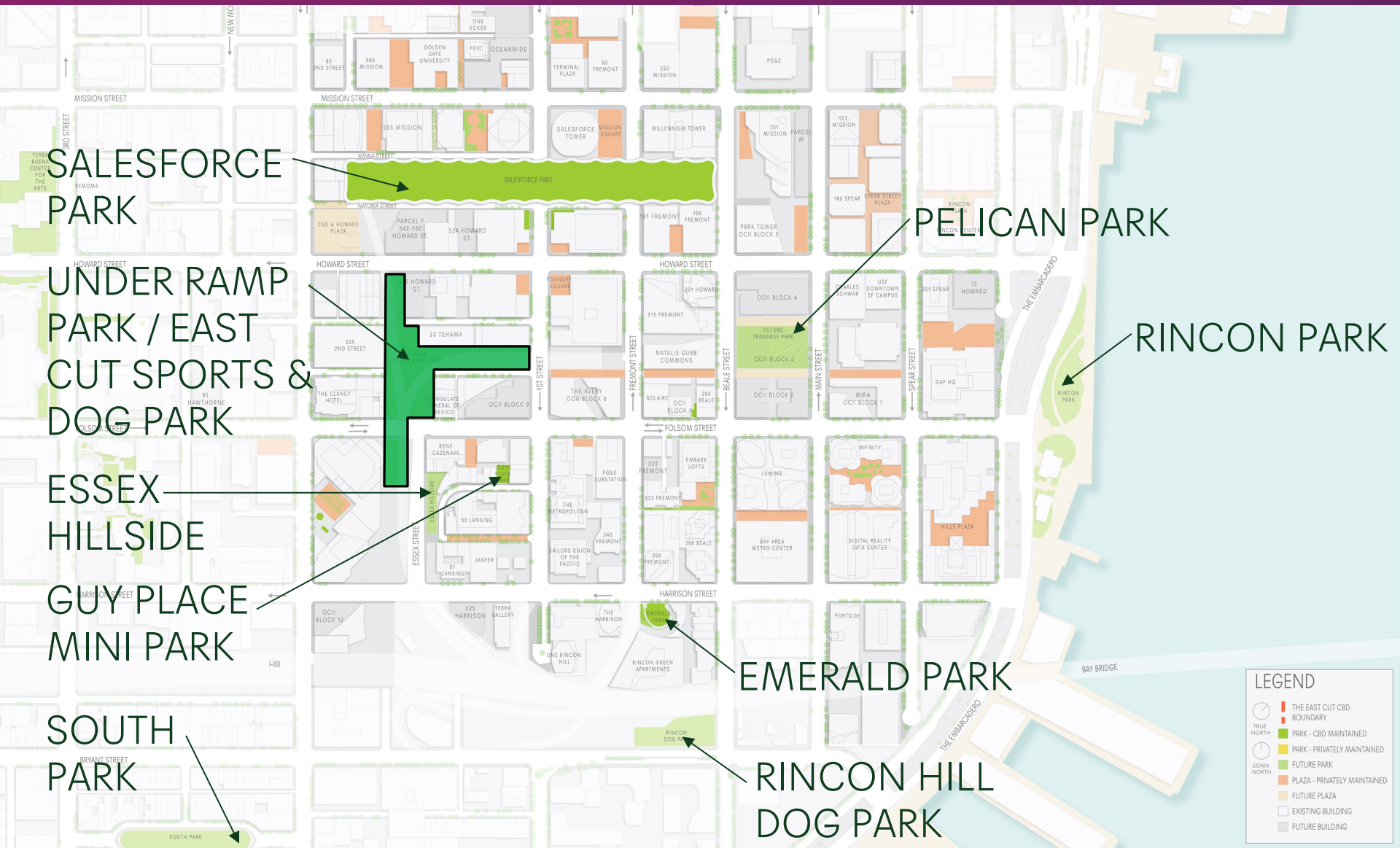
NAMING PROCESS - CRITERIA

The selection criteria to recommend a name for Under Ramp Park / East Cut Sports & Dog Park to the TJPA Board will be based on a combination of previously collected survey data, community ideation, community voting, and letters of support. In presenting and evaluating potential names for the park, The East Cut CBD might consider criteria such as:

- a. Non-person names that are indicative of
 - 1) the history of the neighborhood
 - 2) the park's location
 - 3) characteristics of the park's design

To ensure inclusivity and timeless relevance, person or persons' names were not considered in the naming of this park. Personal names can be divisive, subject to changing public perception, and may not reflect the diverse community the park serves. A thematic or place-based name can foster a stronger collective identity and enduring connection.

EXISTING AREA PARK NAMES



PAST OUTREACH – TRANSBAY BLOCK 3 PARK

- MARCH 2019 - COMMUNITY SURVEY CONDUCTED
 - 201 RESPONDED TO THE NAMING QUESTION
- AUGUST 2022 - BLOCK 3 PARK NAMING MEETING #1
- AUGUST 2022 - BLOCK 3 PARK NAMING IDEATION
 - 78 NAME IDEAS RECEIVED OVER A TWO-WEEK PERIOD
- SEPTEMBER 2022 – NAME RANKING PROCESS
 - 363 COMMUNITY MEMBERS RANKED THEIR TOP THREE NAMES

PAST OUTREACH – TRANSBAY BLOCK 3 PARK

| Block 3 Park - Future Park Name Suggestions | | | | | |
|---|----|----|----|-------|------------------|
| Rank your top 3 preferred names, with #1 being the most desired. *Note: in some cases, community members provided justification/background for their suggested names. Justifications have been edited for length and clarity. The East Cut CBD does not attest to historical accuracy or endorse any opinions for justification/background. | #1 | #2 | #3 | Total | Weighted Average |
| Candace Park | 36 | 26 | 19 | 81 | 60 |
| Ohlone Park | 38 | 20 | 10 | 68 | 55 |
| East Cut Park | 28 | 22 | 22 | 72 | 50 |
| Coffee Park | 21 | 24 | 20 | 65 | 44 |
| Pelican Park | 19 | 24 | 18 | 61 | 41 |

Because the top 5 included "Ohlone Park", SFRPD staff contacted tribe representatives:

- **Jonathon Cordero, Executive Director of the Association of Ramaytush Ohlone**
 - He does not support using the name “Ohlone Park” as it excludes two Bay Area tribes (Confederated Villages of Lijsan and the Tamien Nation).
- **April McGill, Executive Director for the American Indian Cultural Center**
 - She defers to Jonathon and suggested alternative names.
- **Peter Bratt from the Friendship House**
 - He too said that Jonathon was the person of authority.

CURRENT OUTREACH – NAME IDEATION

- APRIL 21-28, 2025 – Under Ramp Park / East Cut Sports & Dog Park Naming Ideation
 - 104 NAME IDEAS RECEIVED OVER A ONE-WEEK PERIOD
- NAME IDEAS WERE CATEGORIZED INTO THEMES
 - Under Ramp-related (12%)
 - Unspecific (20%)
 - History-related (11%)
 - Area-related (11%)
 - Dog-related (10%)
 - East Cut-related (19%)
 - Not suitable (17%)

CURRENT OUTREACH – PROPOSED NAMES

- UNDERLINE PARK

- Following the theme of the park being “under ramps,” this name evokes the condition while also emphasizing the park being under transit lines. Additionally, the idea of an “Underline” strengthens the park as a statement piece of the neighborhood.

- COFFEE PARK

- In honor of Hills Brothers and Folgers Coffee (designated SF landmarks), this name was derived in the Transbay Block 3 Park process, and calls to the neighborhood’s industrial roots.

- EAST CUT PARK

- The name reflects the park being within the East Cut neighborhood, the name of which references the historic 2nd Street Cut, which played a major role in shaping the area’s urban form. Additionally, the park’s location is directly east of the location of the 2nd Street Cut, and The East Cut CBD will be the park’s operator.

- FOUNDRY PARK

- Another nod to history and proximity, this name references the location of the Miners’ Foundry & Selby Shot Tower, which existed a block from the future park space at 1st and Howard streets, the current collection of POPOS dubbed Foundry Square.

Q & A – THANK YOU!

QUESTIONS?

FOR MORE INFORMATION ABOUT THE NAMING
PROCESS, PLEASE EMAIL:

MIKE@THEEASTCUT.ORG

COMMUNITY MEETING #1
WEDNESDAY, 5/7, 6:00 PM
528 FOLSOM