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:

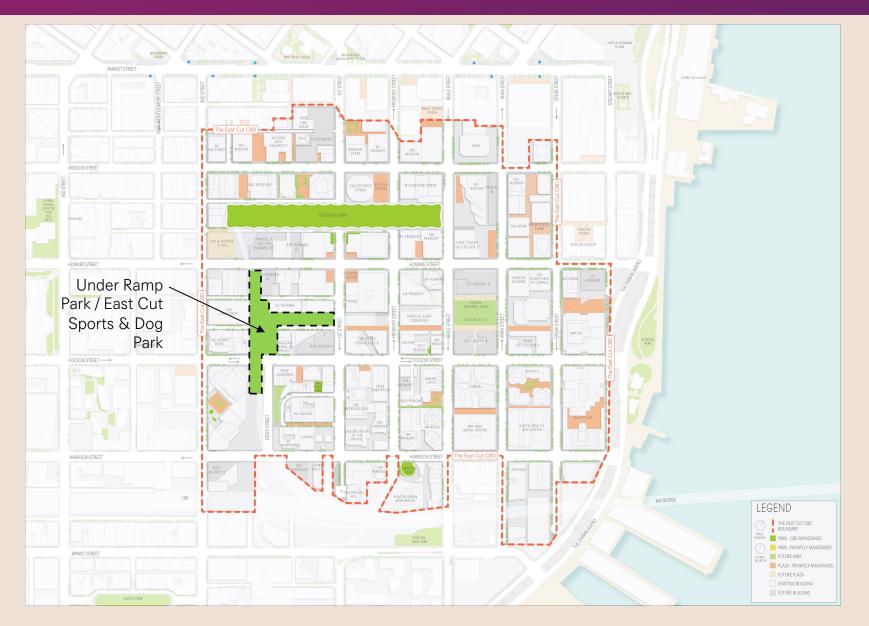
Transbay Joint Powers Authority (TJPA)

<u>DESIGN TEAM:</u> CMG Landscape Architecture (Project Lead) YA Studio (Architect) ARUP (Engineering)

FUTURE PARK OPERATOR:

The East Cut Community Benefit District

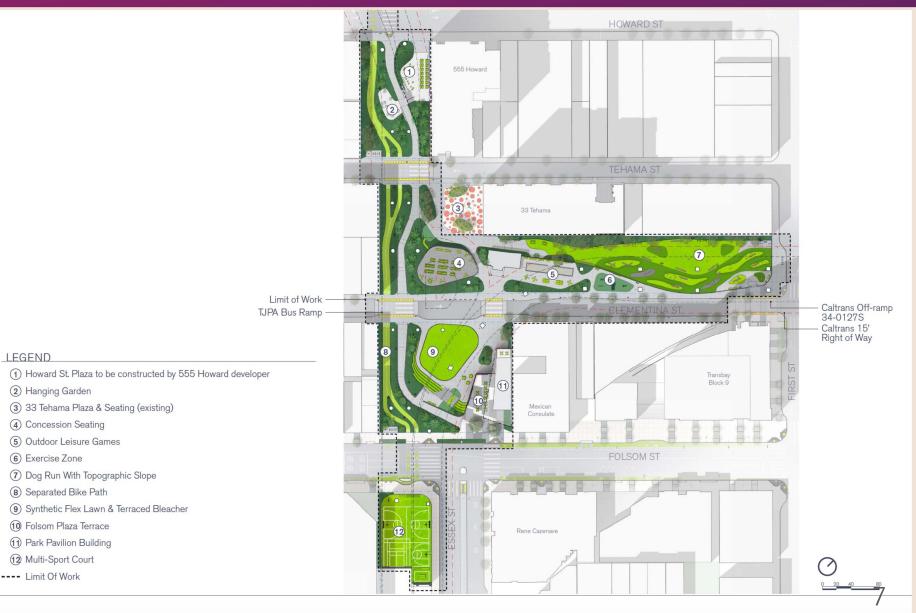
NEIGHBORHOOD CONTEXT



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



Plan Rendering

ILLUSTRATIVE RENDERINGS



Multi-Sport Courts – Essex & Folsom streets



Park Entry & Pavilion – Folsom Street



Beer Garden – Clementina 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

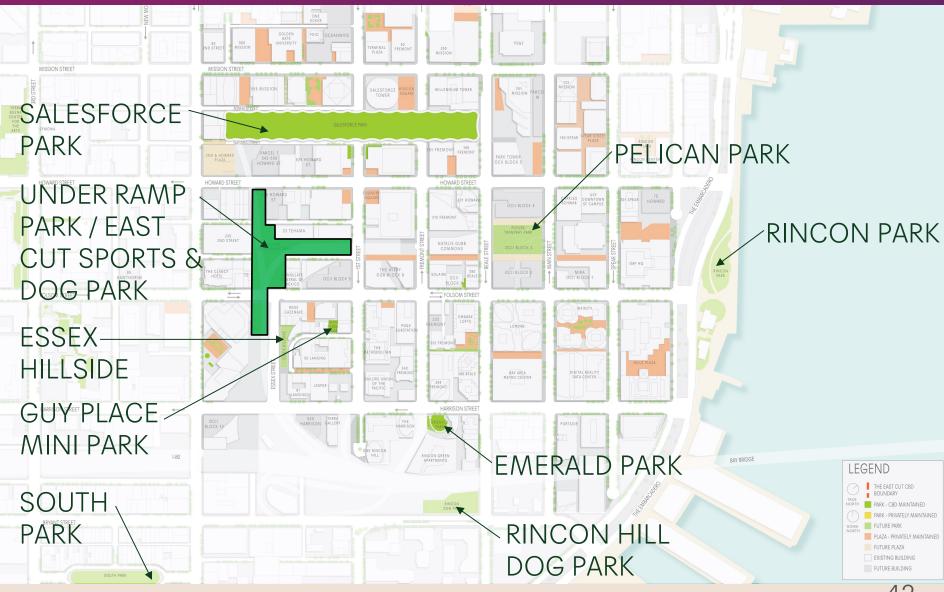
NAMING PROCESS - CRITERIA

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.		#2	#3		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 - NAME IDEATION

Under Ramp-related Unspecific History-related Area-related Dog-related East Cut-related Under Ramp Park Under Ramp Park Under Ramp Park Freeway Park Underpass Park Underway Park Under Ramp Park Under Ramp Park Rampside Green The Underline Plaza Bay Bridge Basin Under Ramp Park

East Cut Community Park East Cut Park East Cut Hangout **CBD** Park East Cut Green The East Cut Canopy (+ nickname: "The Canopy") East Cut Park East Cut Recreation & Paws East Cut Paws & Recreation East Cut Joy & Dog Park East Cut Run & Dog Park East Cut Sports Garden & Dog Run East Cut Commons East Cut Social East Cut Paws and Play Park 1869 East Cut Greens East Cut Urban Lawns East Cut Park The East Cut Park

Pleasant Park Pylon 9 Park SF Skyway Park **Oasis Park** Friends & Neighbors Park Jardin Ra Parc Des Princes Park Haven **City Garden** Sunset Plaza **Underworldly Park** The Matrix Parrot Park Manzanita Park Redwood Park **City Escape Park** Urban Oasis Midway Park Incline Park Pathway Park Shakers Park

Loma Prieta Park Keys Park Beneath the Barbary Coast Foundry Park Shot Park Happy Valley Park Gold Rush Park The Foundry Lawn Mammoth Park Shipwreck Park Bedrock Park

Paws & Play Park

Barks and Balls - Dog and Sports Park Wags and Warriors - Dog and Sports Park Trails and Tails Barkery and Sports Court Unleash Adventure Play Bark Park Fetch & Fun Park Paws and Awes Barkpark Woof Park

Downtown Crossing Interspace Park Rincon Hill park Rincon Park Transit Commons Bridgepoint Park Folsom Green Commons Clementina Park Rincon Rise Park Transbay Terrace Innovation Trail

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.

QUESTIONS?

FOR MORE INFORMATION ABOUT THE NAMING PROCESS, PLEASE EMAIL:

MIKE@THEEASTCUT.ORG

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