

An aerial photograph of a city grid, likely San Francisco, with a semi-transparent teal overlay. The image shows a dense network of streets and buildings, with a prominent highway interchange visible in the lower right quadrant. The text is overlaid on the left side of the image.

Central SoMa Park

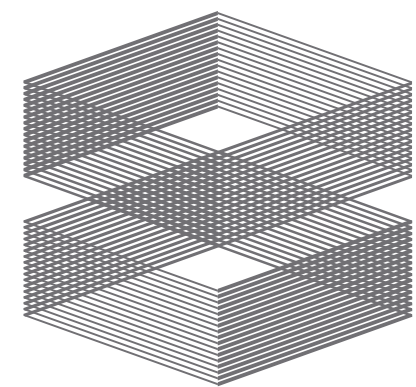
Civic Design Review

Concept Design Package

January 12, 2018

PROJECT TEAM

TLS Landscape Architecture



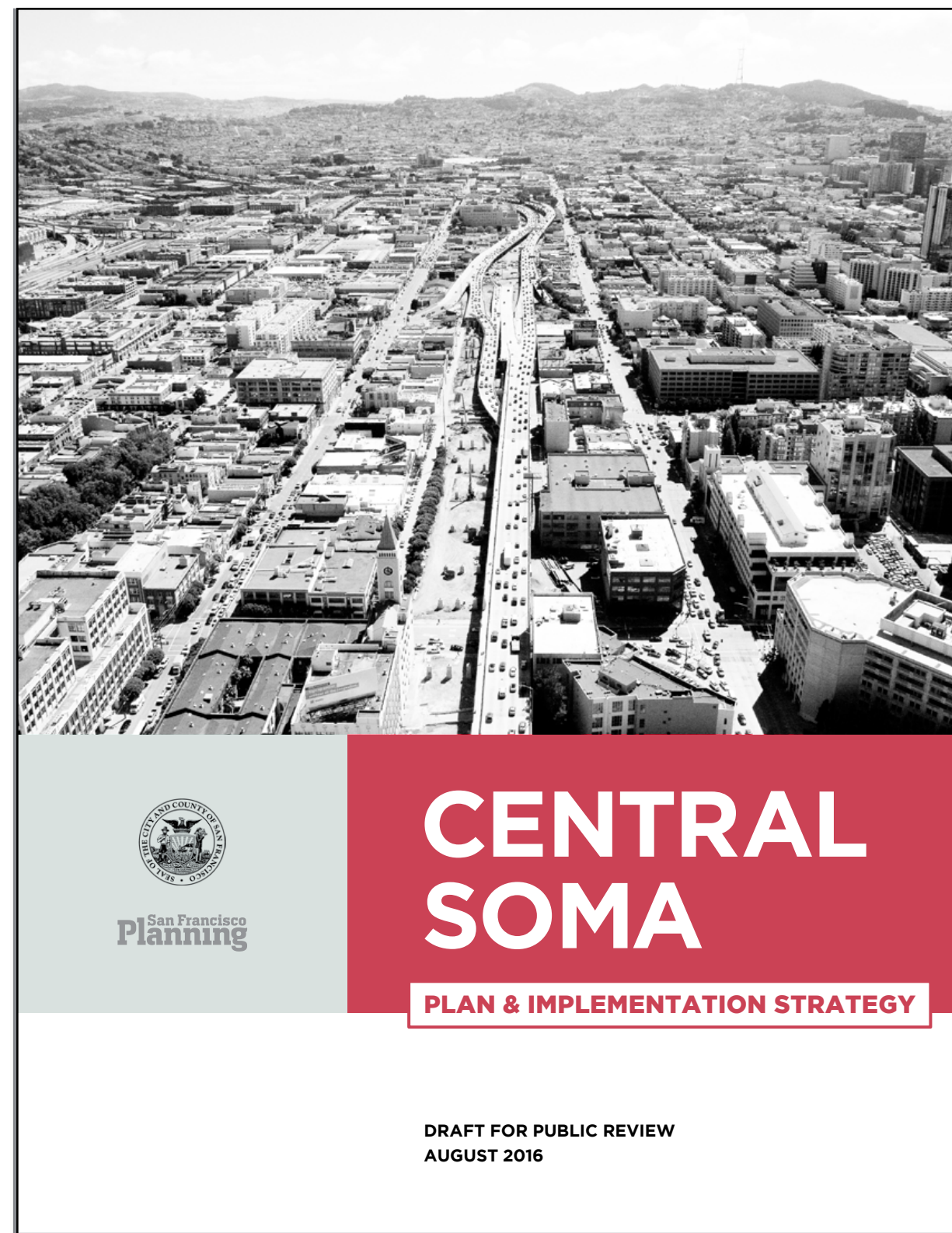
TISHMAN SPEYER

BUILD:PUBLIC

San Francisco
Planning



CENTRAL SOMA PLAN



Vision




A sustainable neighborhood

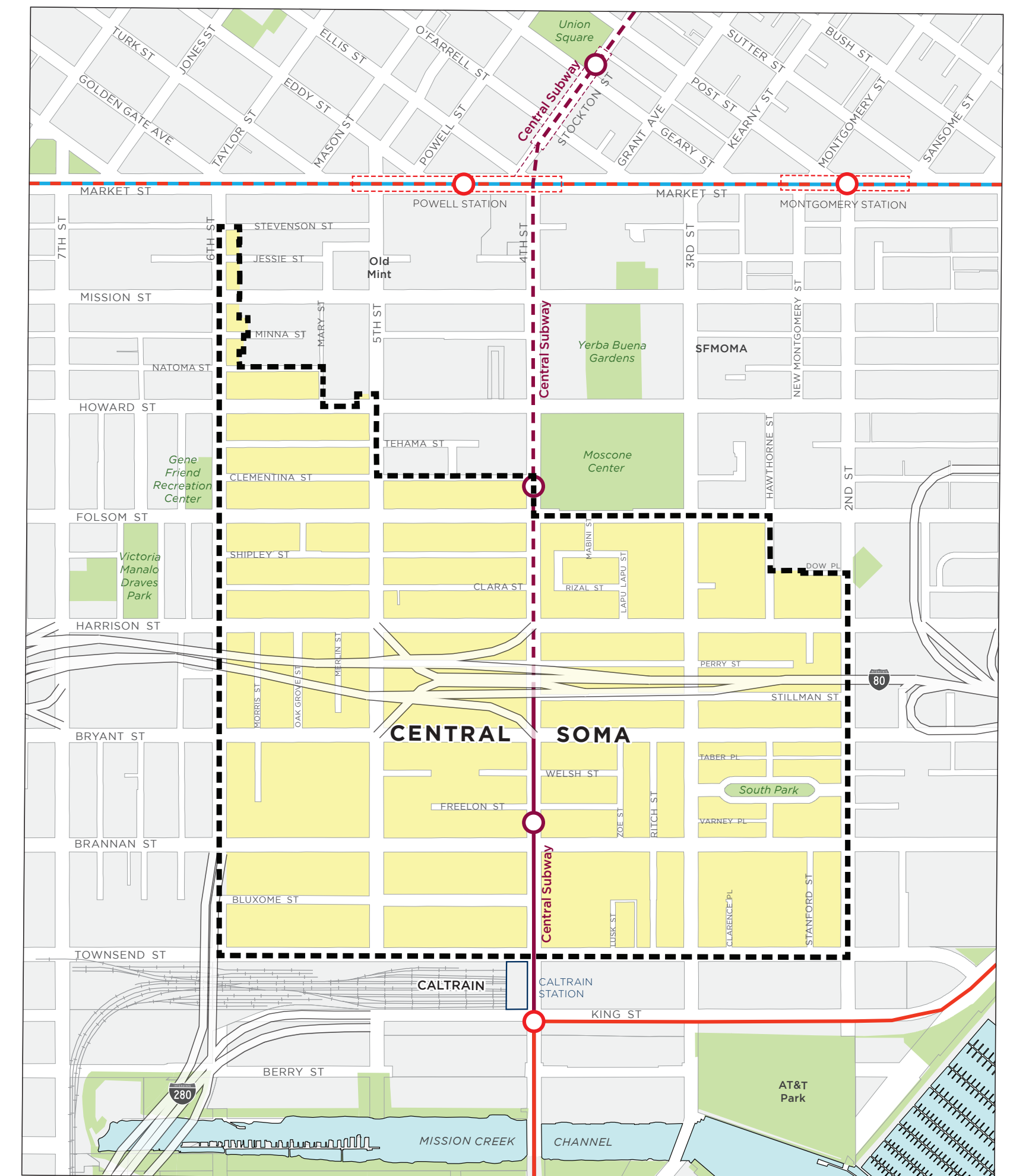
Philosophy

**Keep what's great,
fix what's not**

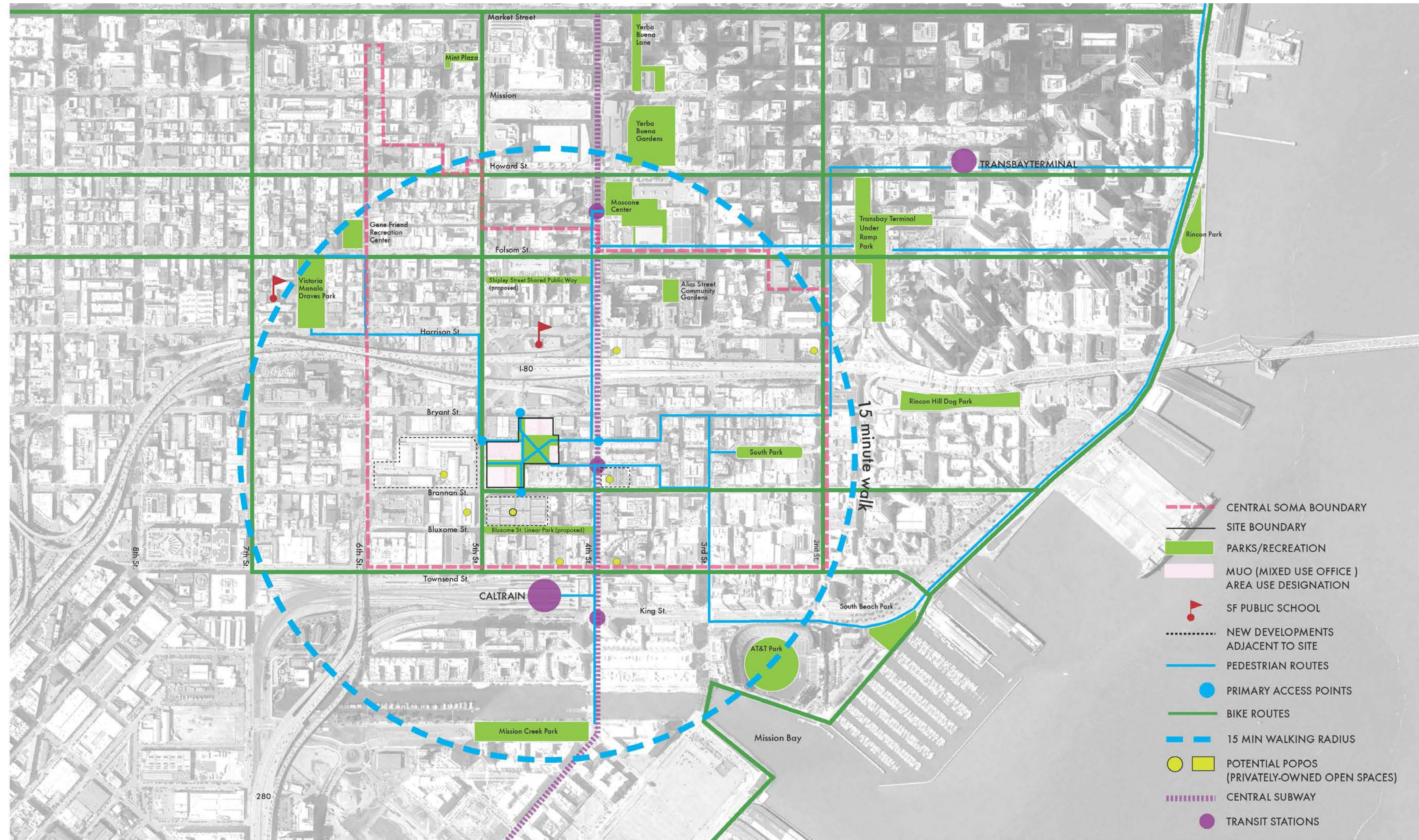
Strategy

- Accommodate demand**
- Provide public benefits**
- Respect and enhance neighborhood character**

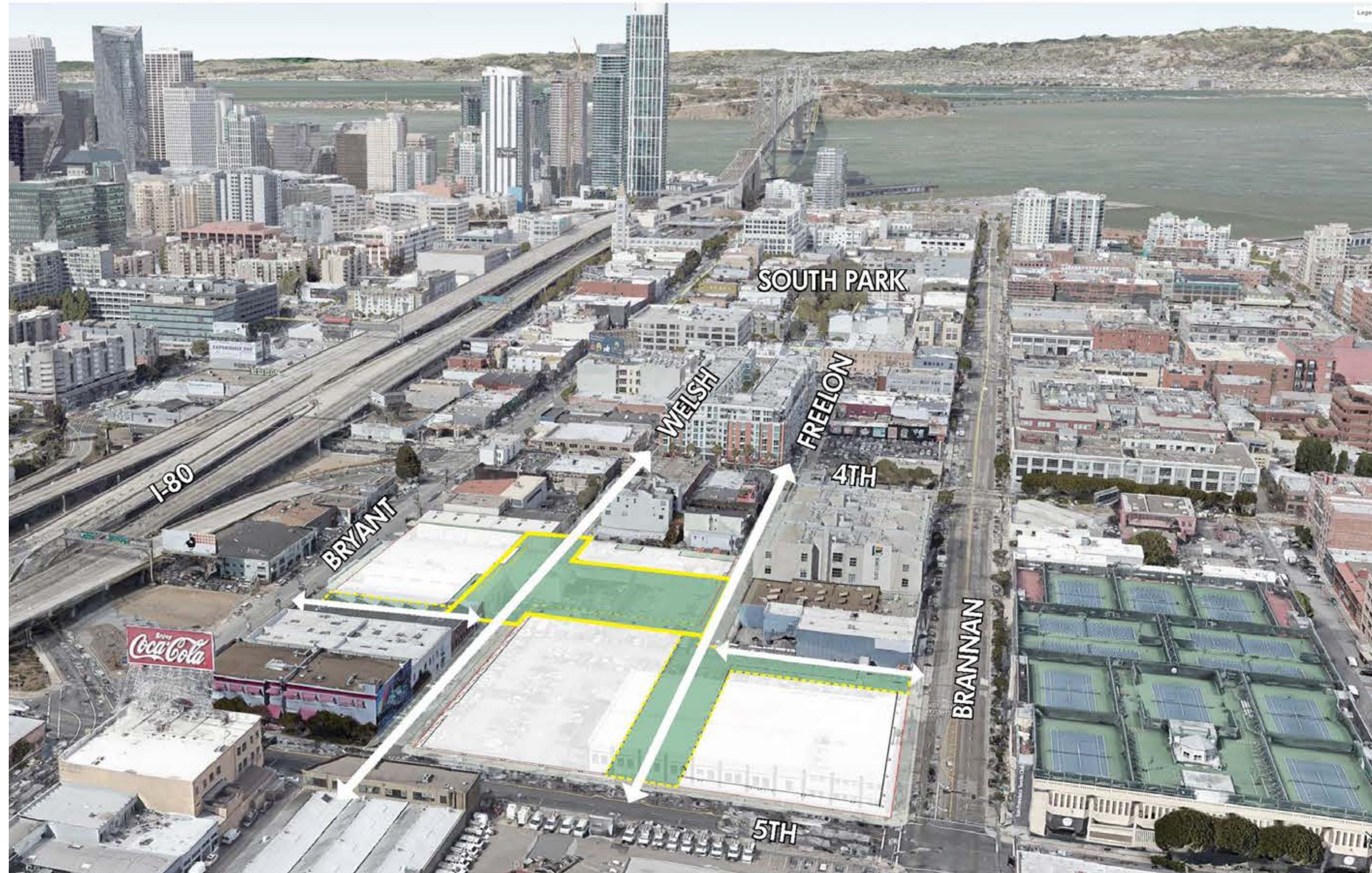
-  Central Subway under construction, expected to open in 2019
-  BART/Muni Metro Subway
-  Muni Metro (Surface)



NEIGHBORHOOD CONTEXT



SITE CONTEXT



VIEW ON FREELON FROM 4TH



VIEW ON WELSH FROM 4TH



VIEW ON WELSH FROM 5TH

SITE CONDITIONS



COMMUNITY ENGAGEMENT

Timeline

- Sep 6, 2017: Community Workshop #1** - Project introduction, program & activation visioning
- Oct 10, 2017: Community Workshop #2** - Preliminary concept plan presentation, solicitation of feedback
- Nov 5, 2017: Walking Tour** - Tour of nearby public open spaces, discussion of best practices, lessons learned
- Nov 28, 2017: Youth Workshop #1** - Project introduction, program & activation visioning, solicitation of feedback
- Nov 29, 2017: Community Workshop #3** - Forest Floor concept presentation, solicitation of feedback
- Jan 9, 2018: Youth Workshop #2** - Project introduction, program & activation visioning, solicitation of feedback
- Jan 22, 2018: Civic Design Review** - Concept presentation
- Q1 2018: Community Meeting** - Presentation of revised design

By the Numbers

2 Youth Workshops

3 Community Workshops

27 Total Community Engagement Meetings

241 Total Community Meeting Attendees

Community Workshop #1, September 6, 2017

WHAT WE HEARD: COMMUNITY WORKSHOP #1 FEEDBACK

Stakeholders are excited for a new park that supports multiple users, including **children & dogs**, and serves as a communal gathering space with **flexibility** to support **recreation, food**, and special **cultural events**.

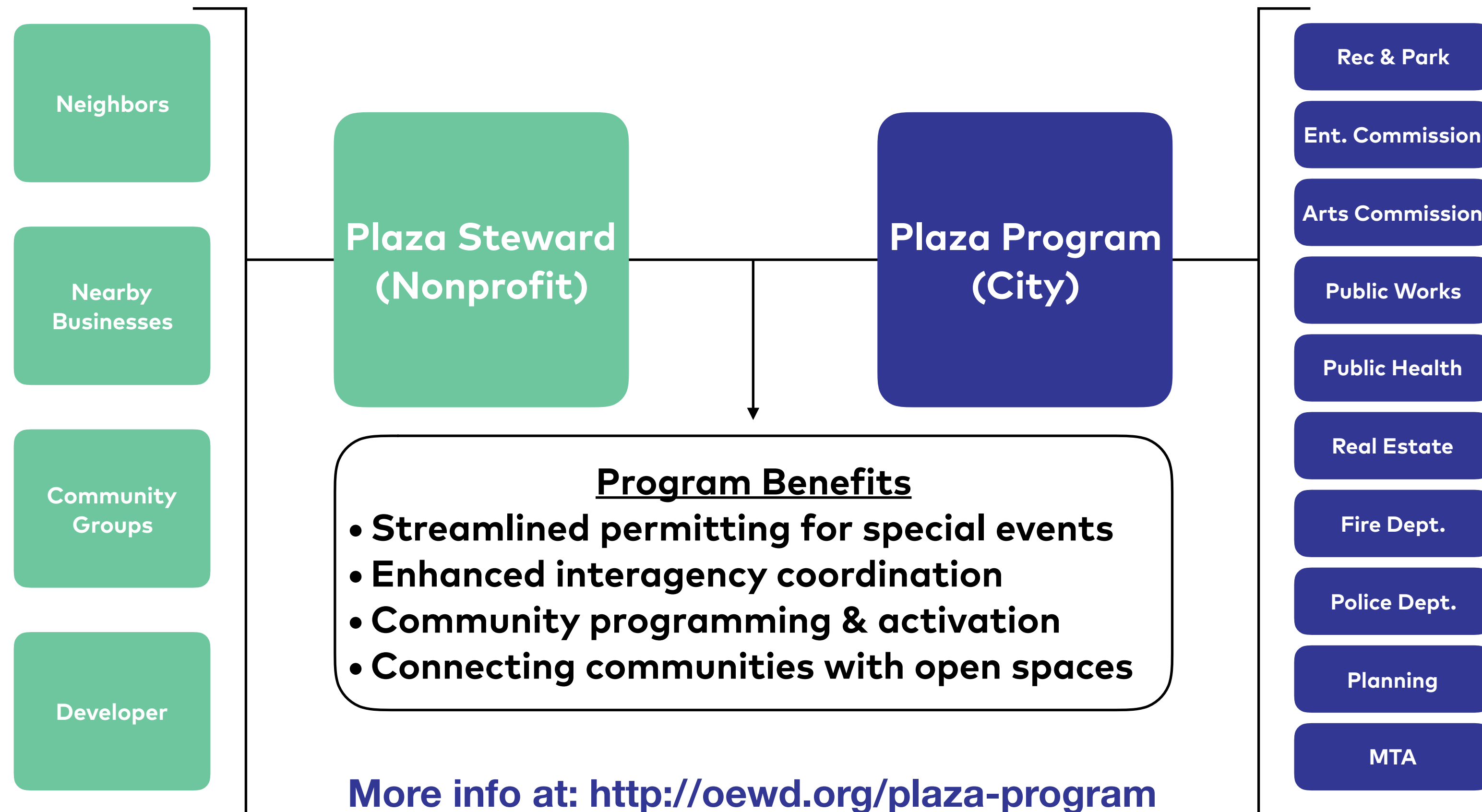
Stakeholder Priorities

- The park must be **clean, safe, & welcoming** to all
- The design should address **physical comfort** factors such as wind & shadows
- Leverage **ground floor retail** to activate the park. **Activation** is essential if people are to frequent the park & prevent it from feeling void after work
- The design should be **flexible** to accommodate a range of **programming**
- The park should be **culturally responsive** to the neighborhood's Filipino heritage
- The park should be **easily accessible** via alleyways
- The park should serve a **multi-generational** crowd

STEWARDSHIP



The SF Plaza Program is an exciting new urban plaza stewardship program designed to empower local efforts in creating more innovative, sustainable and livable solutions that support San Francisco's many vibrant communities. San Francisco's plazas are vital to the livability of the City because they create a sense of place and community for residents and visitors to enjoy the local neighborhoods.



SITE PRINCIPLES

1. Establish Clear Through Access & Open Views into the Park
2. Augment the Public Park Day & Night with Active Retail, POPOS & Events
3. Make Inviting, Comfortable Spaces for All Weather Conditions
4. Create Central Flexible Area for Community Events
5. Provide Fixed Elements & Spaces for Active Programs

PARK GOALS

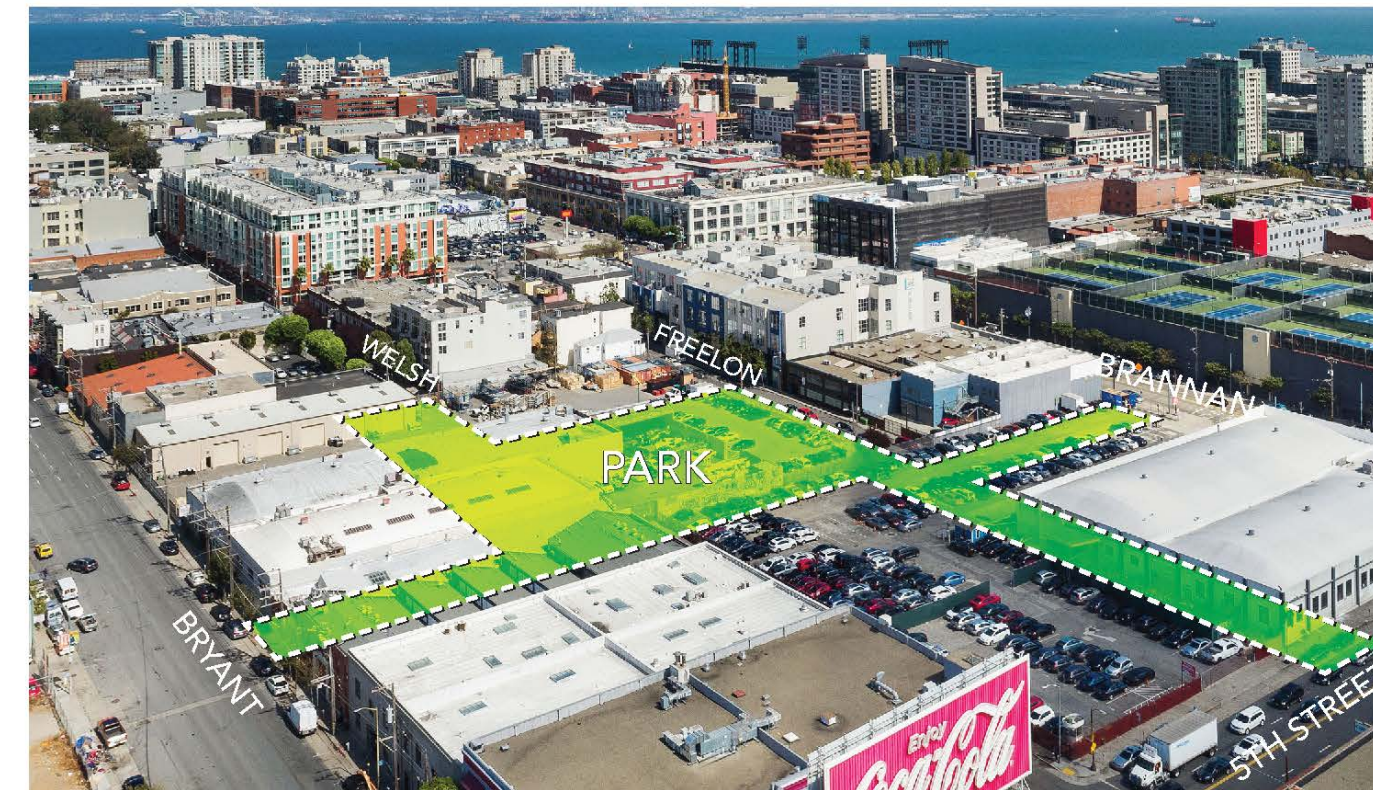
1. Create a Signature Public Park for SoMa (Central SoMa Plan Goal 5.2.3)
2. Nurture Community Space to Celebrate Local Culture (Central SoMa Plan Goal 2)
3. Provide Safe & Convenient Pedestrian Environments (Central SoMa Plan Goal 4)
4. Support Biodiversity & Access to Nature (Central SoMa Plan Goals 6.4, 6.5, 6.6.3)

PARK GOALS

1. Create a signature park for SoMa



598 BRANNAN



- 1-acre public park
- Active program for community events
- Roughly 2/3 hardscape, 1/3 planting or lawn
- Native large tree canopy
- Materials: diverse ground plane evoking a forest floor - unique identity

SOUTH PARK

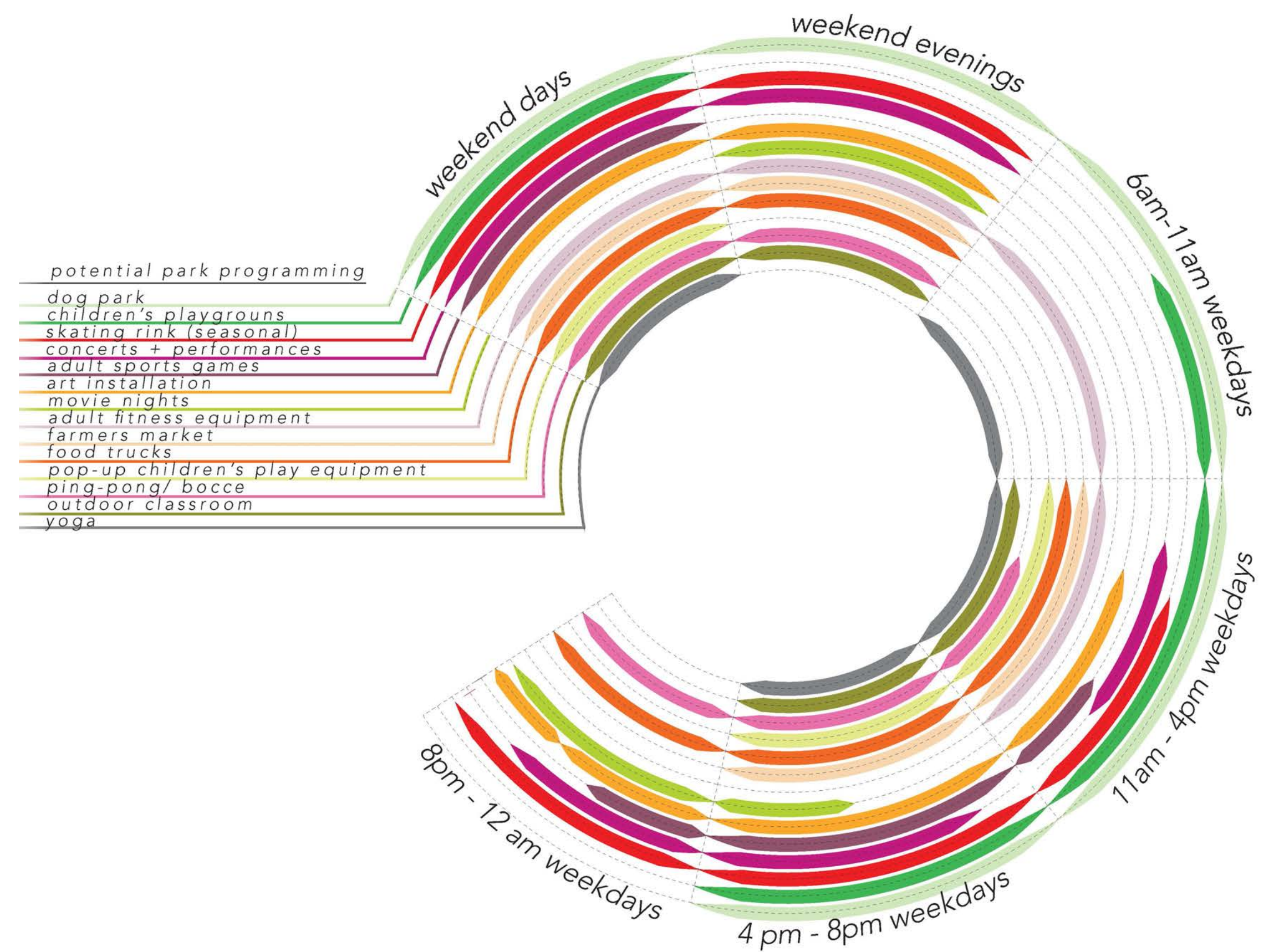


- 1-acre public park
- Minimal programming for community events
- Roughly 1/2 hardscape, 1/2 lawn
- Mature tree canopy along perimeter
- Materials: lawn and concrete

PARK GOALS

2. Nurture community space to celebrate local culture

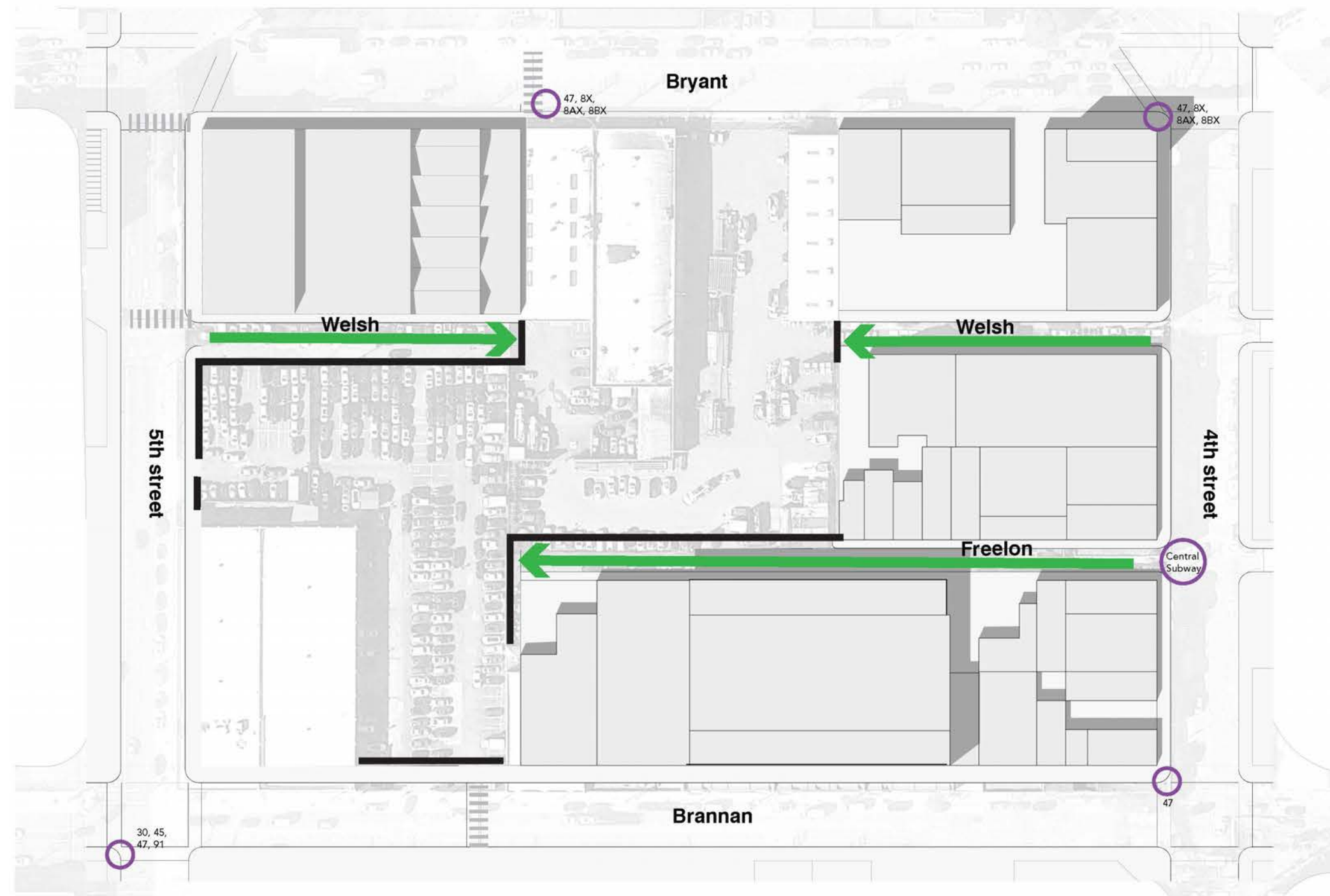
A balance between a flexible community event space
& supporting fixed program and green spaces



PARK GOALS

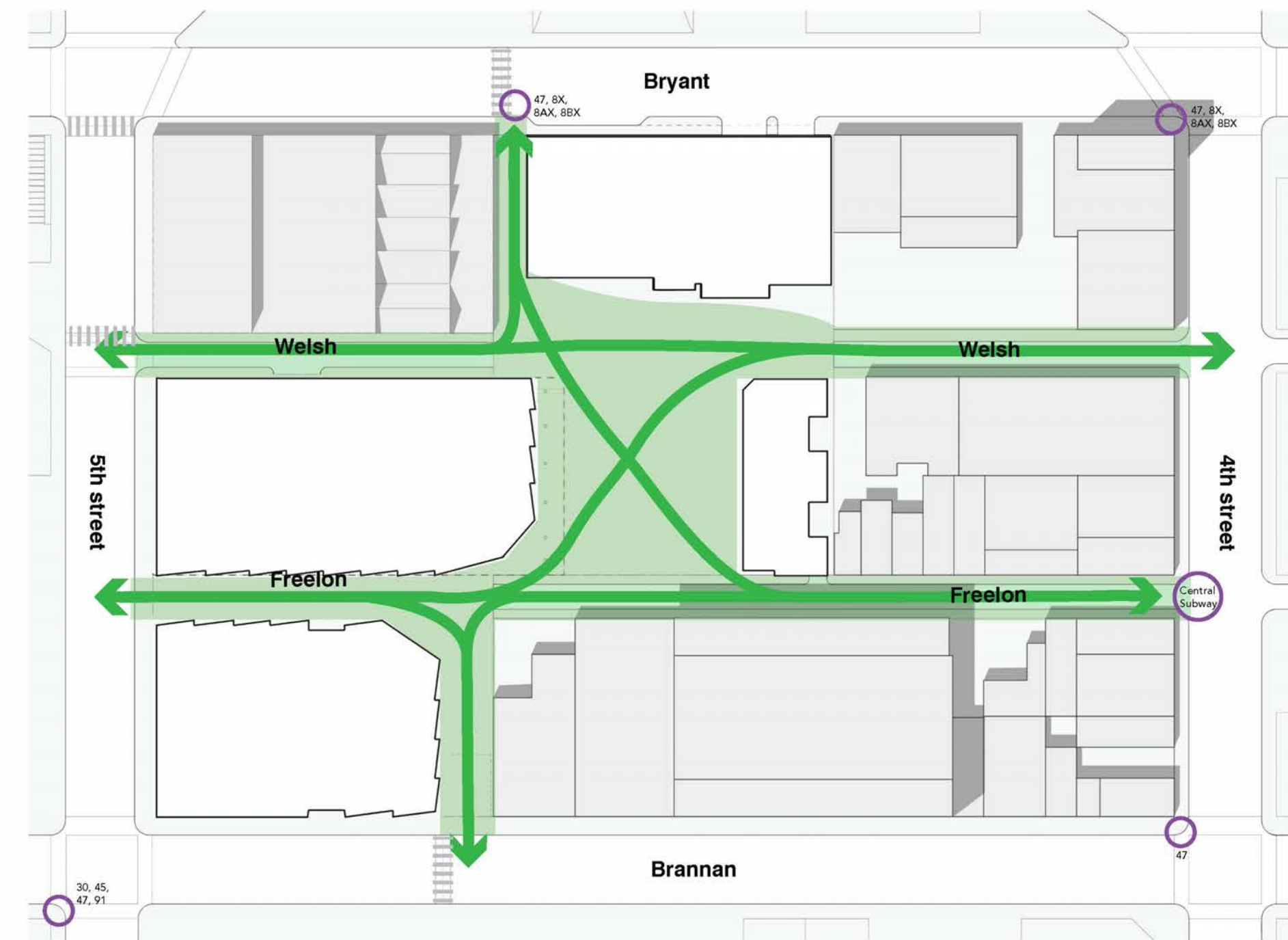
3. Provide safe & convenient pedestrian environments

Existing



- Limited Connections
- Poor Visibility
- Numerous Dead Ends

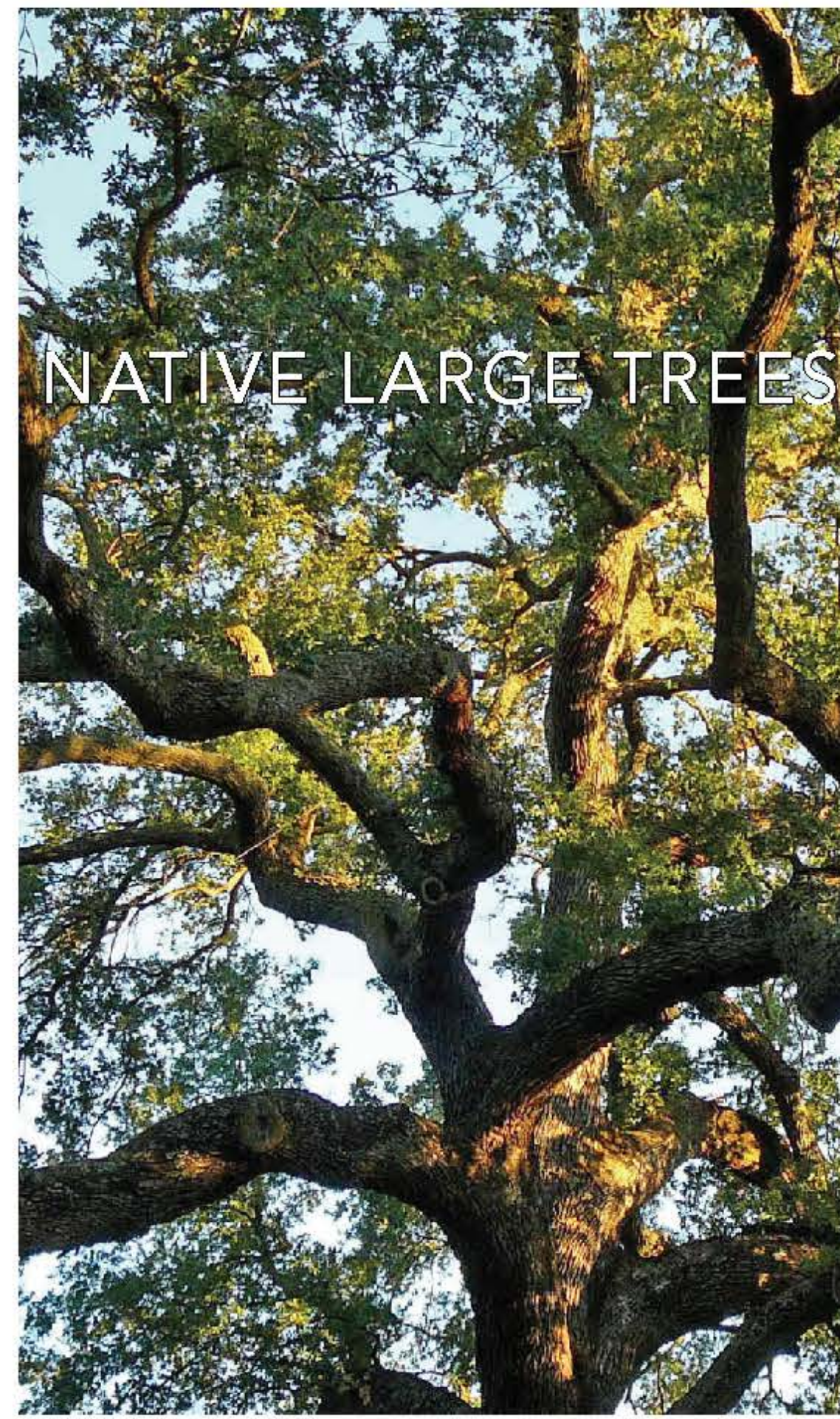
Proposed



- Through alley, shared street connections on Welsh and Freelon
- North/South pedestrian connection from Bryant to Brannan
- Open view corridors through park space

PARK GOALS

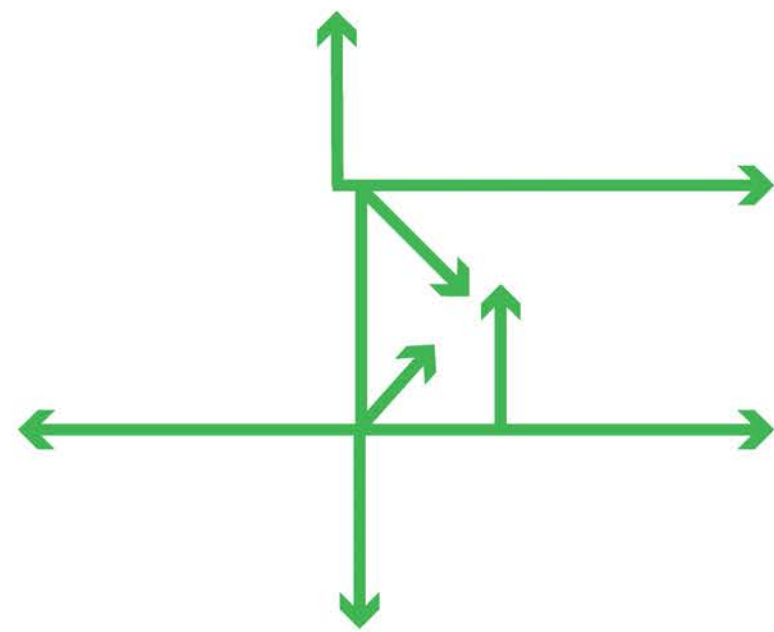
4. Support biodiversity & access to nature



PRELIMINARY CONCEPT DIAGRAMS

Presented at Community Workshop #2 (October 10, 2018)

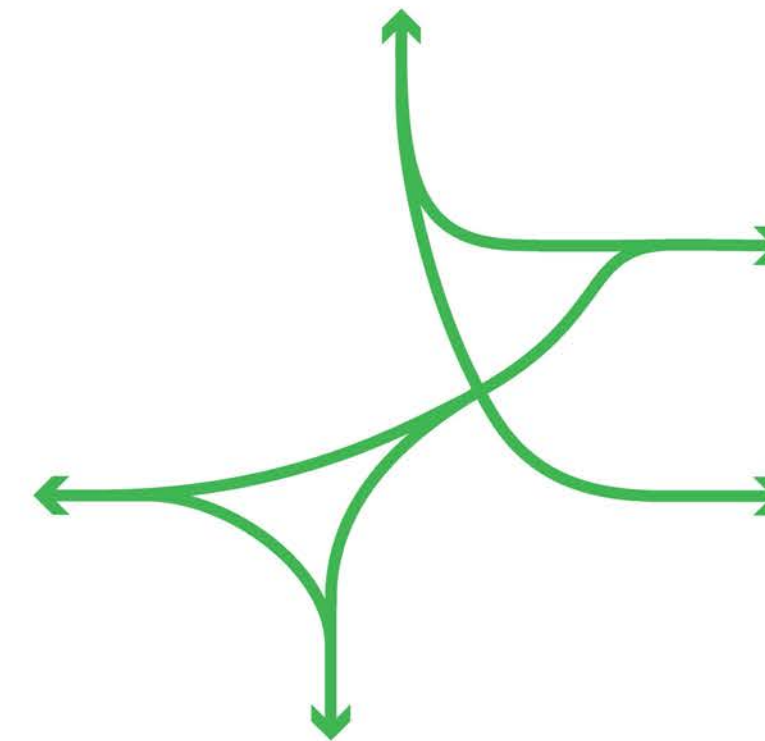
PLAY PASEO



- 14,000 SF flexible space
- Define alley network as flexible/programmable "paseos"
- Extend those paseos into the park space
- In the center configure a couple fixed programs



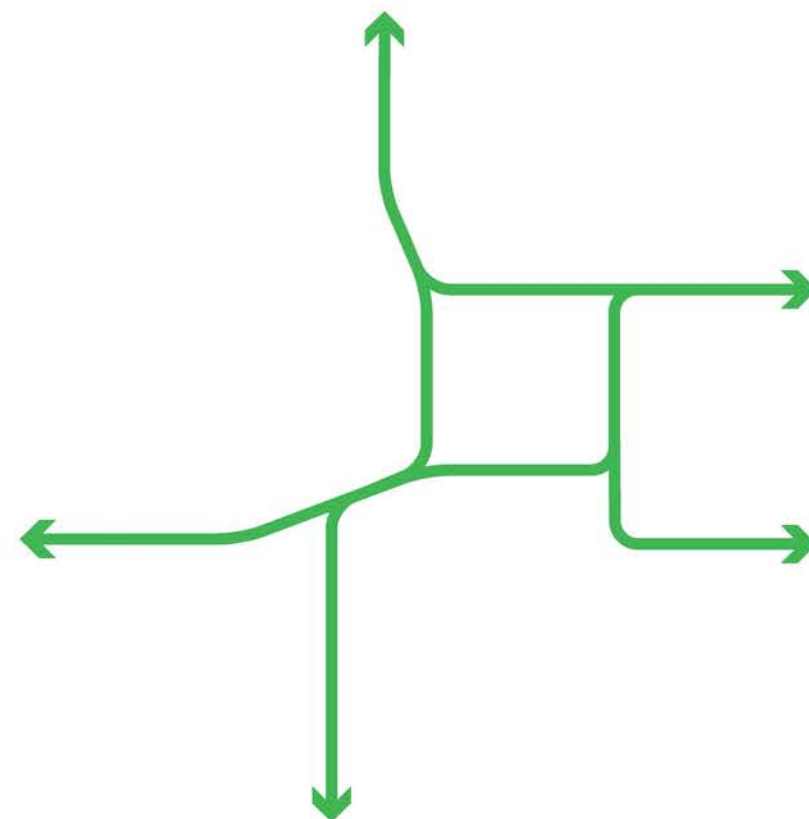
EVENT GARDEN



- 17,000 SF flexible space
- Eddy cross-connection with a constellation of medium-small spaces
- Meandering, flexible plaza through a series of gardens and park support structures



LUMBER YARD



- 21,000 SF of flexible space
- Frame large, central event room and stage
- Open linear ground plain defined by a "lumber yard" grain
- Most flexible for a diversity of programs



WHAT WE HEARD: COMMUNITY WORKSHOP #2 FEEDBACK

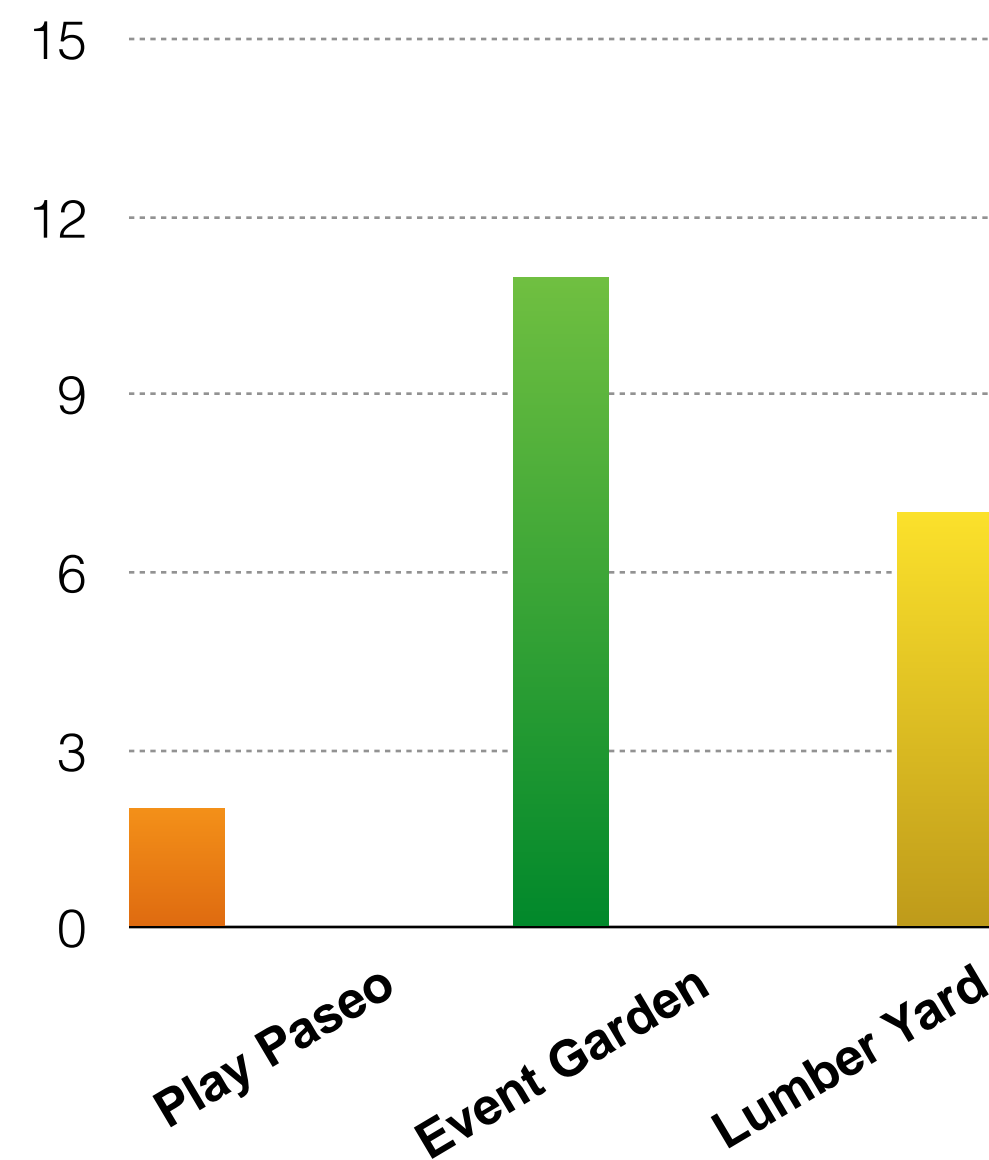
Workshop #2 attendees were asked for **feedback** on each concept diagram, with particular attention to how each supported various park uses and programs. Based on this feedback, the workshop facilitators compiled the following **takeaways**.

Workshop #2 Takeaways

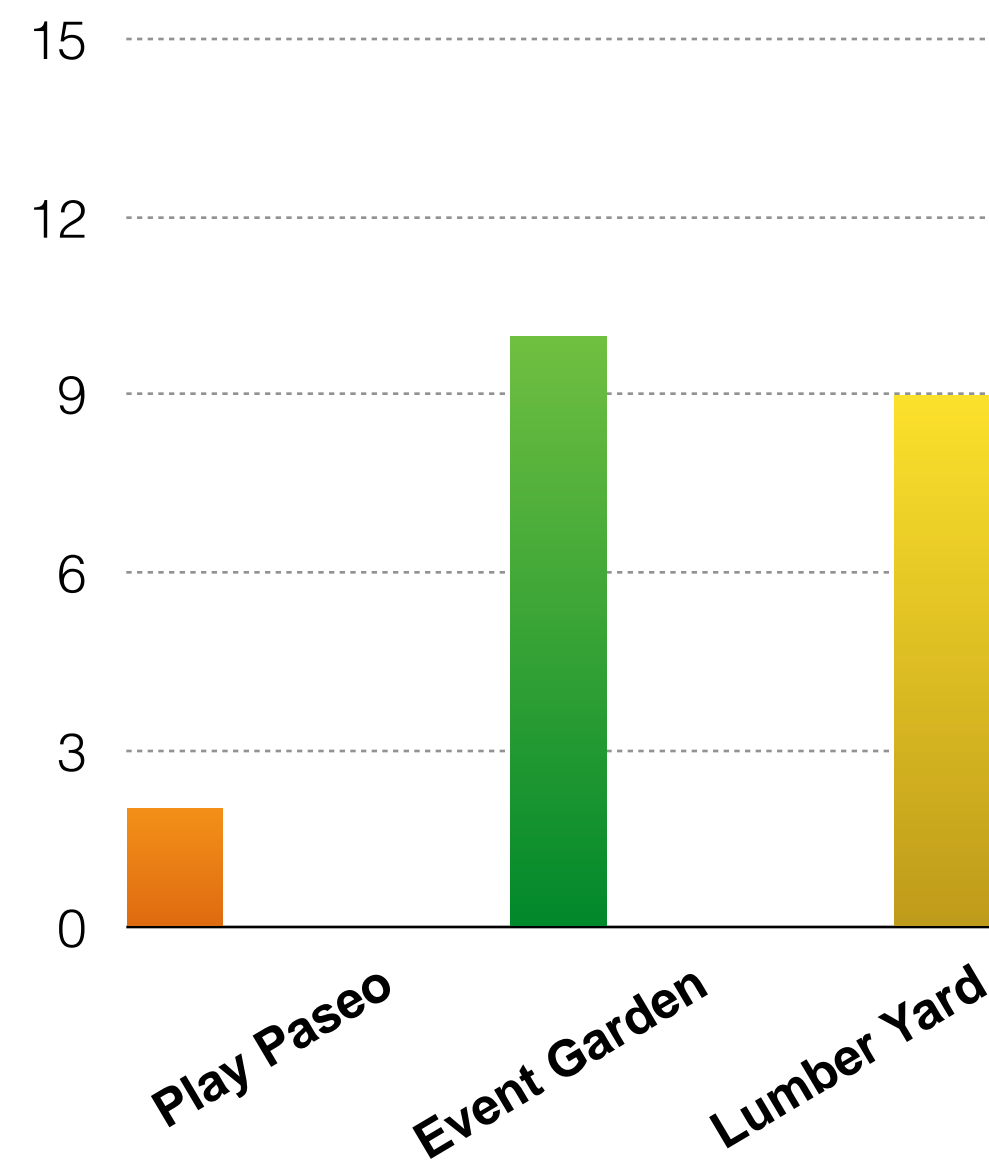
- Attendees found the **Play Paseo** to be too fixed and constrained to support the desired range of programming.
- Response to the **Lumber Yard** was that its open expansiveness was conducive to special events, but risked feeling empty and barren when unprogrammed.
- The **Event Garden** struck attendees as a happy medium of the two other schemes, balancing certain essential fixed elements (dog run & playground) with sufficient flexible space for diverse programming.

WHAT WE HEARD: COMMUNITY WORKSHOP #2 FEEDBACK

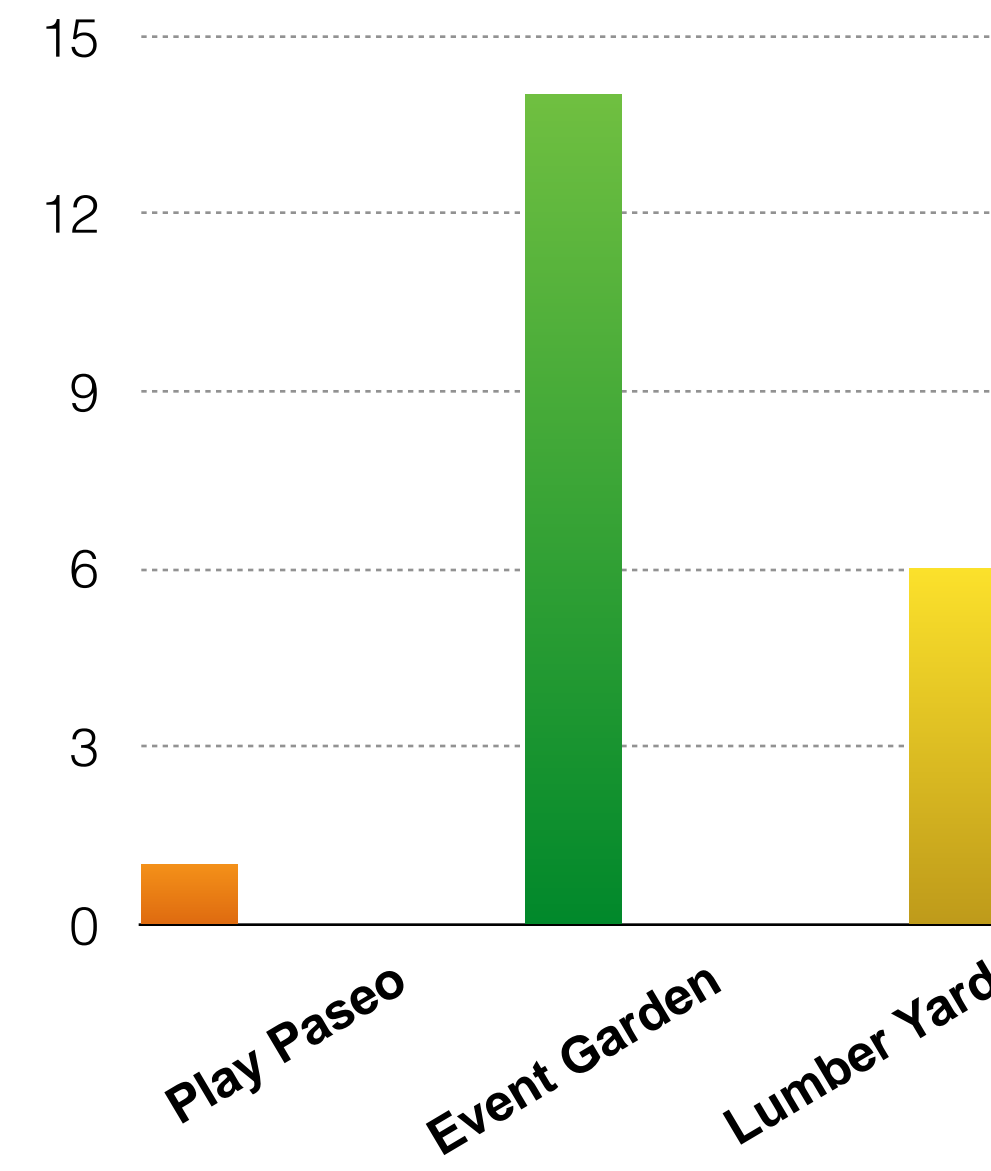
Which diagram provides the best visual & physical access?



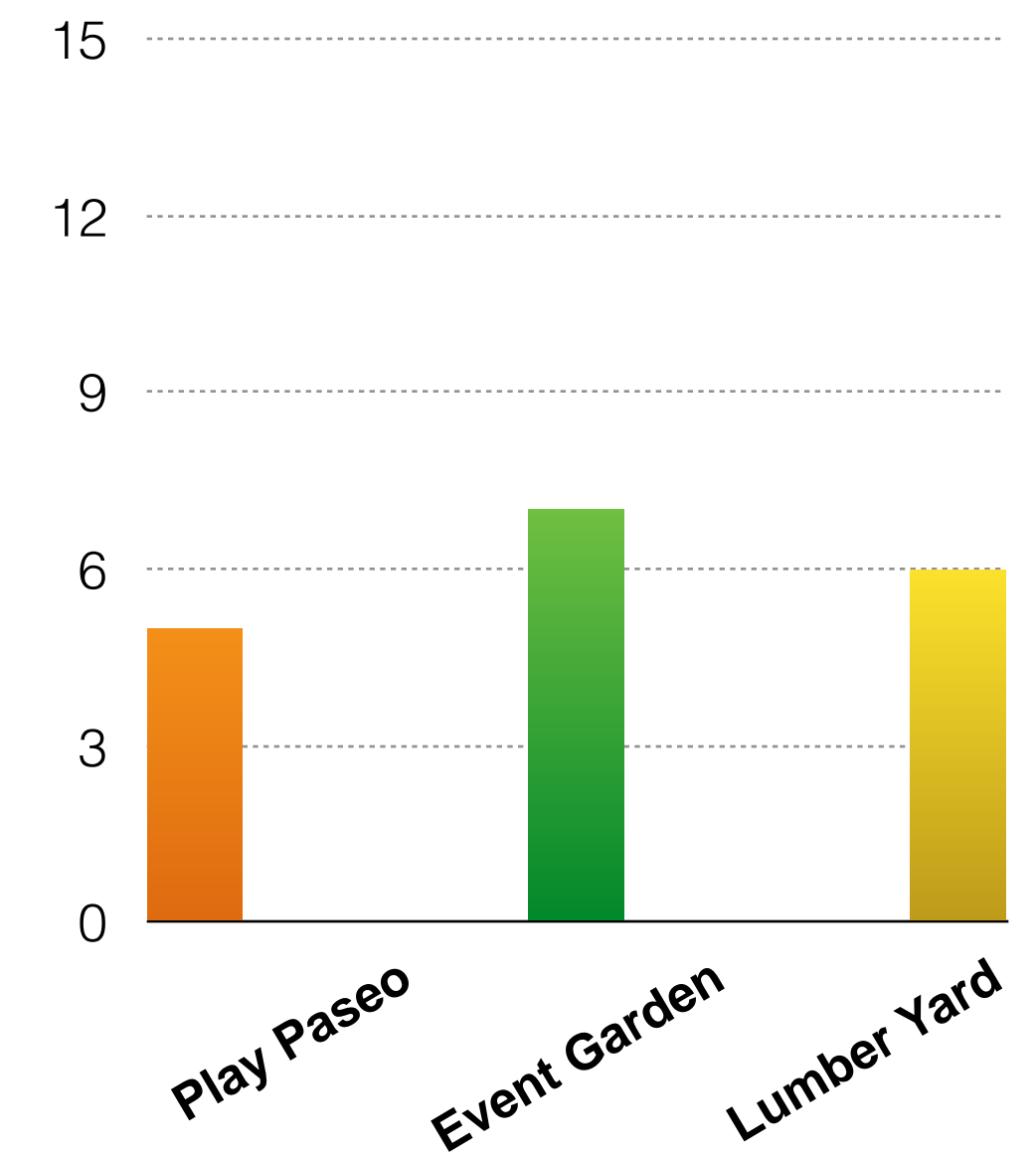
Which diagram provides for the greatest variety of experiences & activities (night/day, weekday/weekend)?



Which diagram provides for the most active & well used park space?

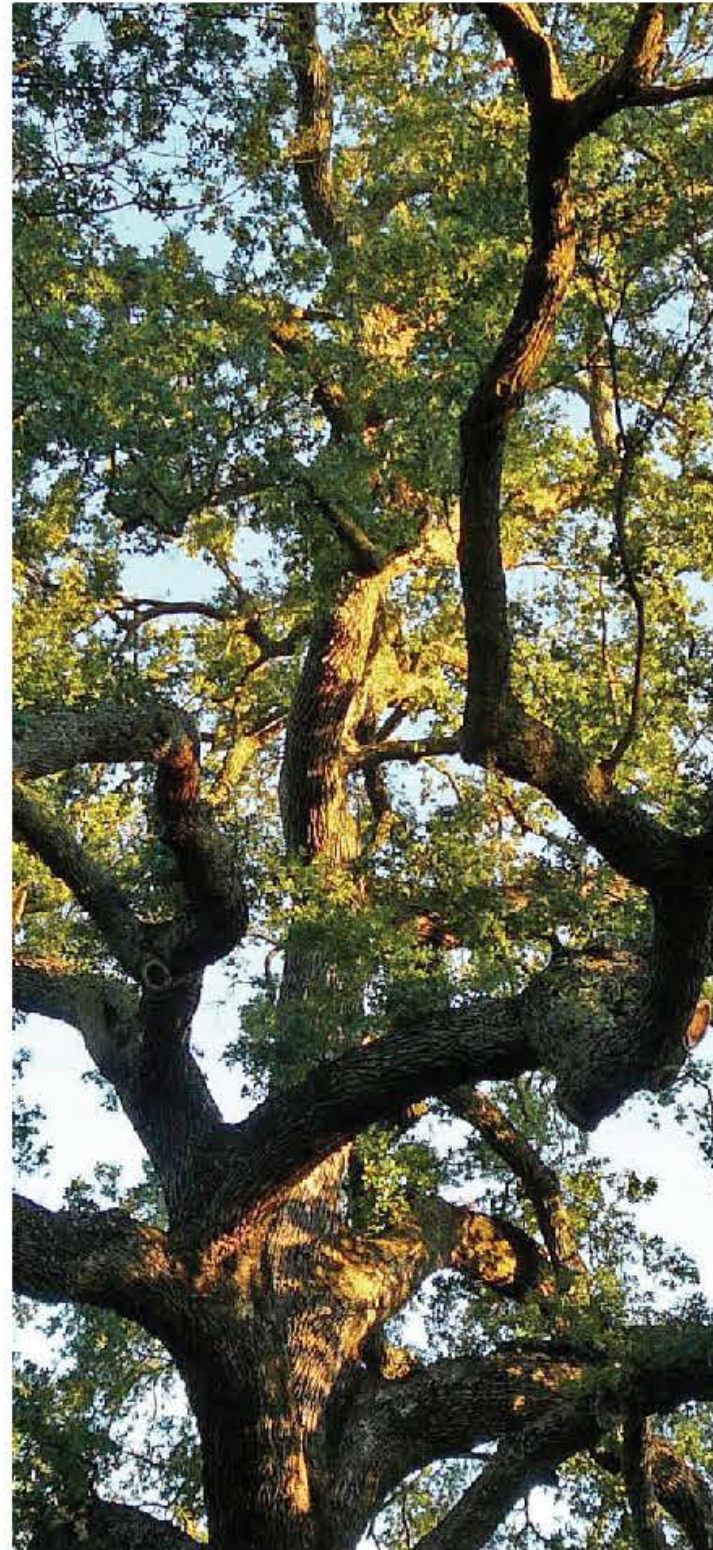


Which diagram best represents the uniqueness of SoMa & the site's history & culture?



If attendees provided more than one answer to a given question, the weight of that answer was divided accordingly. For example, if an attendee answered both a) Family-friendly features and b) Food and beverage to Question 1, each answer was weighted as 0.5, as opposed to a full weighting of 1.0 were the attendee to provide only one response to the same question. Additionally, some attendees left certain questions blank.

FOREST FLOOR CONCEPT



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FOREST FLOOR CONCEPT

Program Areas

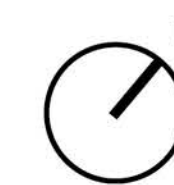


FOREST FLOOR CONCEPT

Site Plan



- ① Lumber Floor
- ② Community Living Room
- ③ 'Forest Floor' Planting Area
- ④ 'Green Glade' Lawn
- ⑤ Specimen Native Trees
- ⑥ Vertical Planting/Wind Break
- ⑦ Park Support Infrastructure
- ⑧ Lumber Stack Seating
- ⑨ 'StumpStack' Climbing Play Structure
- ⑩ Dog Park
- ⑪ Freelon Shared Street
- ⑫ 'Forest-Fit' Calisthenics Equipment
- ⑬ Picnic Tables
- ⑭ Retail Porch
- ⑮ Freelon POPOS
- ⑯ Bike Racks



0 10 20 40 FEET
1" = 20' - 0"

FOREST FLOOR CONCEPT

Community Living Room Activation



FOREST FLOOR CONCEPT

Retail Activation Mix



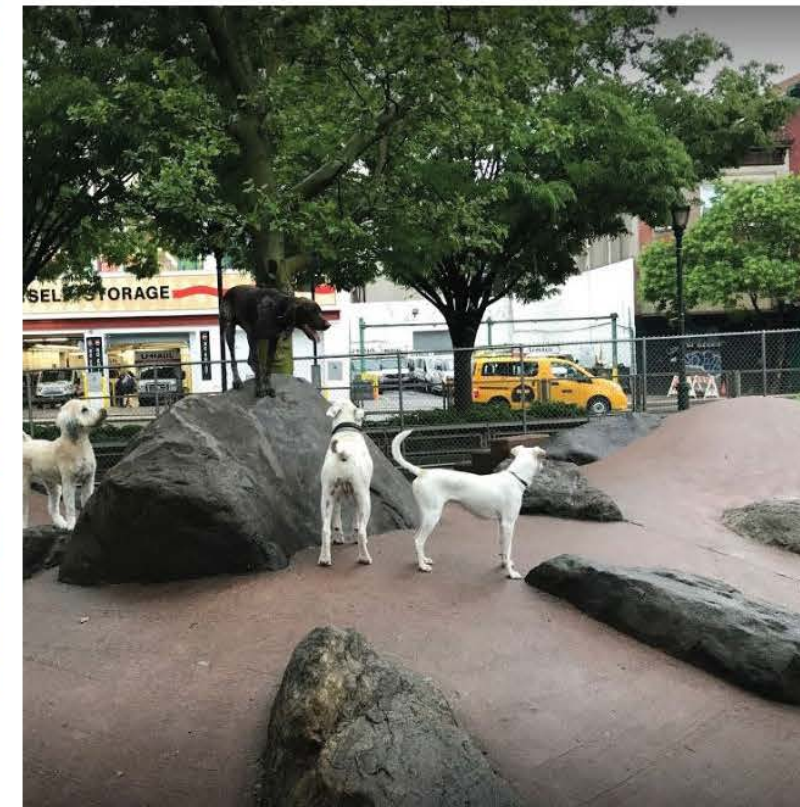
FOREST FLOOR CONCEPT

Material Palette

- Native Large Specimen Trees



- Forest Floor Planting
- Dog Park



- Forest-Fit Calisthenics Equipment



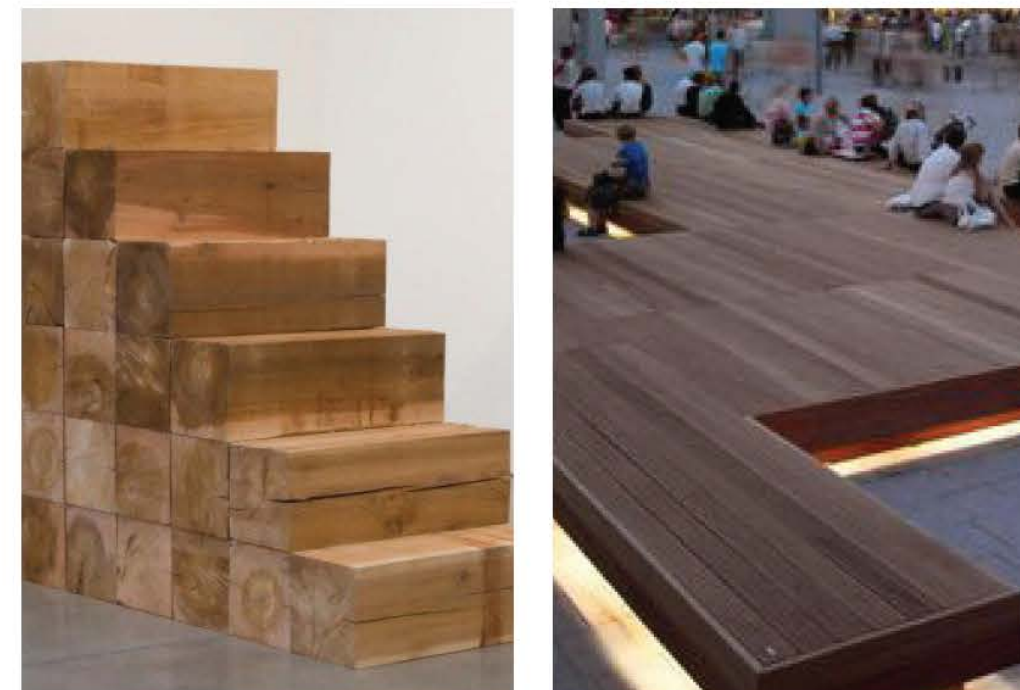
- Forest Playscapes Climbing Structure



- Lumber Floor



- Lumber Stack Seating



- Community Living Room Hardscape



FOREST FLOOR CONCEPT



FOREST FLOOR CONCEPT



WHAT WE HEARD: COMMUNITY WORKSHOP #3 FEEDBACK

Workshop #3 attendees were supportive of the **Forest Floor concept**, particularly regarding the balance struck between fixed elements & the flexible, programmable space of the **Community Living Room**, as well as the introduction of nature through large specimen trees, low-level "forest floor" planting, and use of wood for seating, play structures, and surfaces.



An aerial photograph of a city grid, likely New York City, with a semi-transparent green overlay. The text 'centralsomapark.org' is centered in the image in a white, bold, italicized font.

centralsomapark.org