

# PRESENTATION TO CDRC

PHASE I - SCHEMATIC DESIGN REVIEW

11.16.2015

 BUILD PUBLIC  BUILD INC  Gehl  
Seattle San Francisco

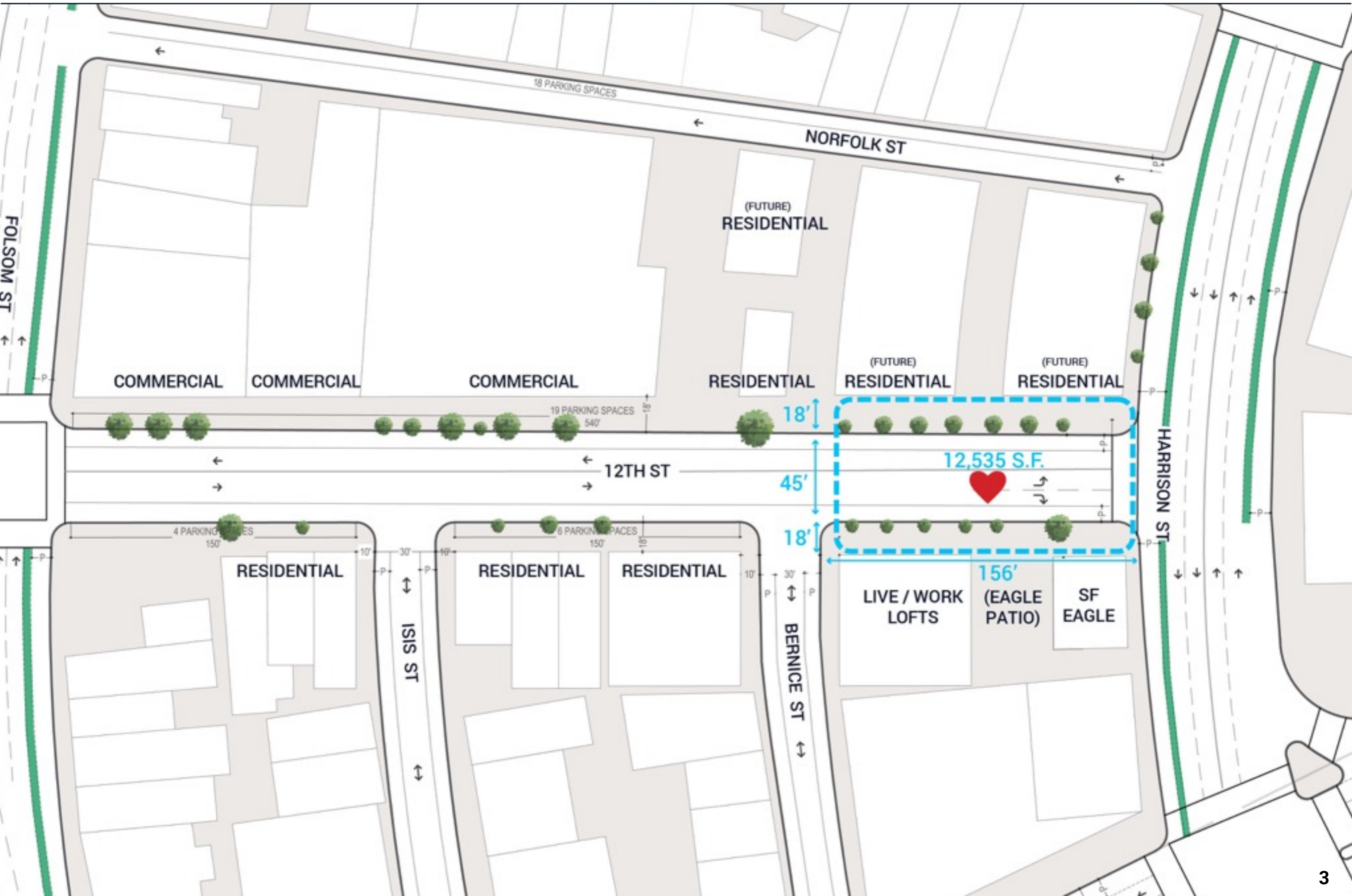


**A New Community Plaza &  
a Tribute to LGBTQ Heritage**

# INTRODUCTION



# CONTEXT



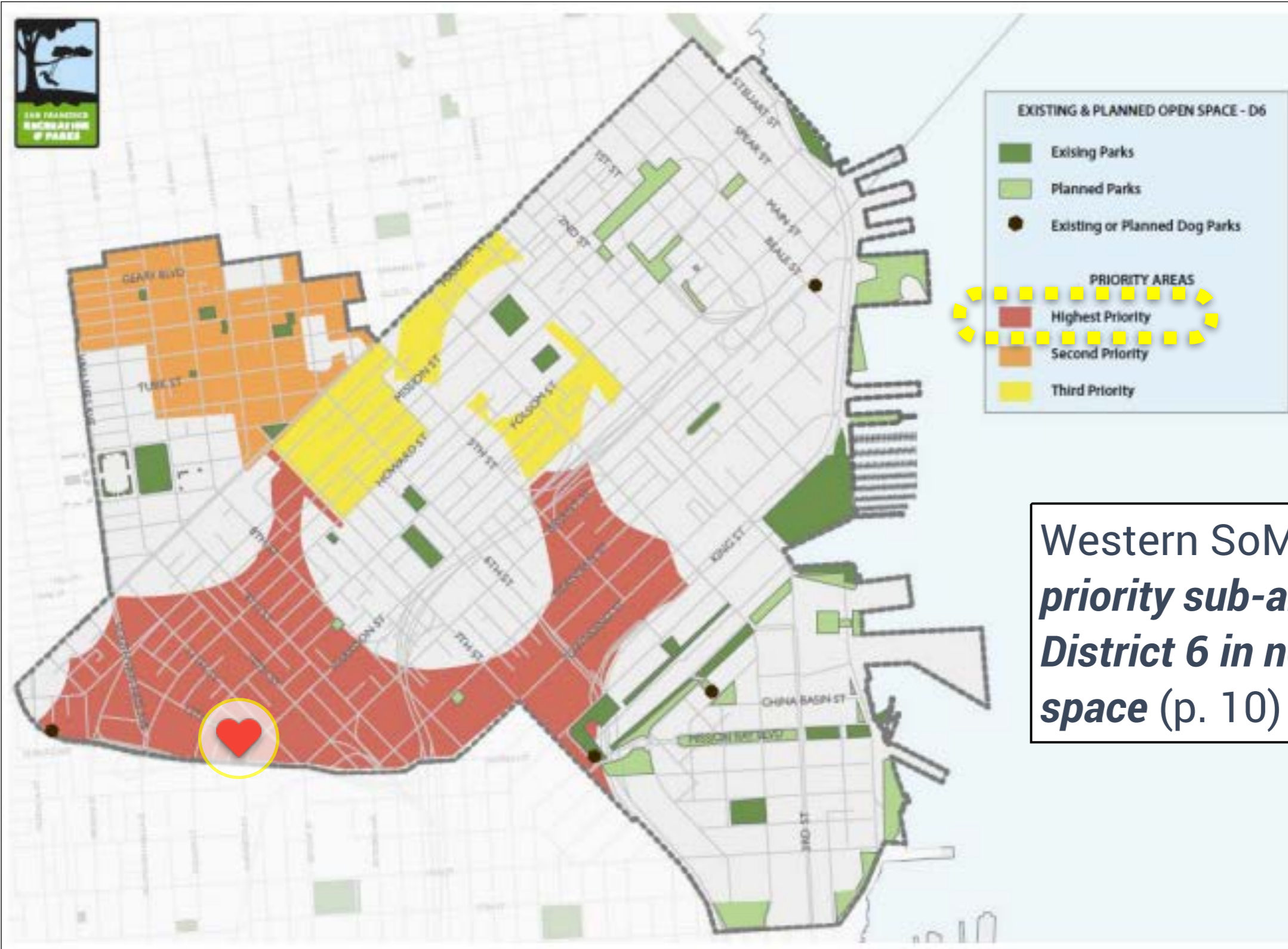
## Problem:

1. Lack of public open space
2. Scarce private land available for new public open space
3. Influx of new residential development
4. Need to preserve Folsom Gulch/LGBTQ heritage

## Solution:

A new public open space that celebrates Folsom Gulch/LGBTQ social heritage with permanent maintenance and programming funding.

# D6 OPEN SPACE TASK FORCE REPORT (2013)



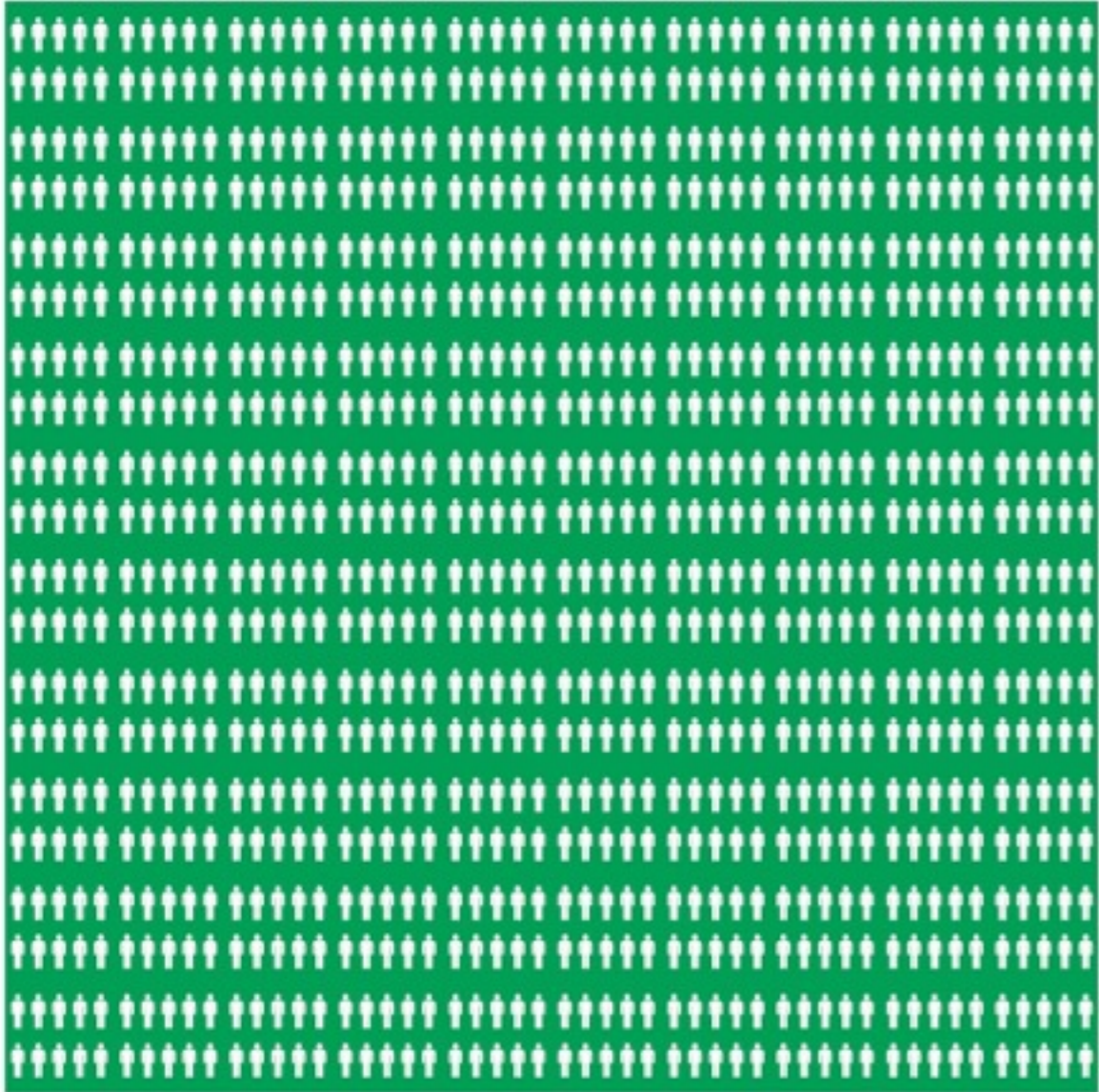
Western SoMa is the *highest priority sub-area within District 6 in need of open space* (p. 10)

# WESTERN SOMA AREA PLAN (2011)



**5.5 acres** of open space  
per 1,000 residents in San Francisco

**0.027 acres** of open space per 1,000  
residents in Western SoMa

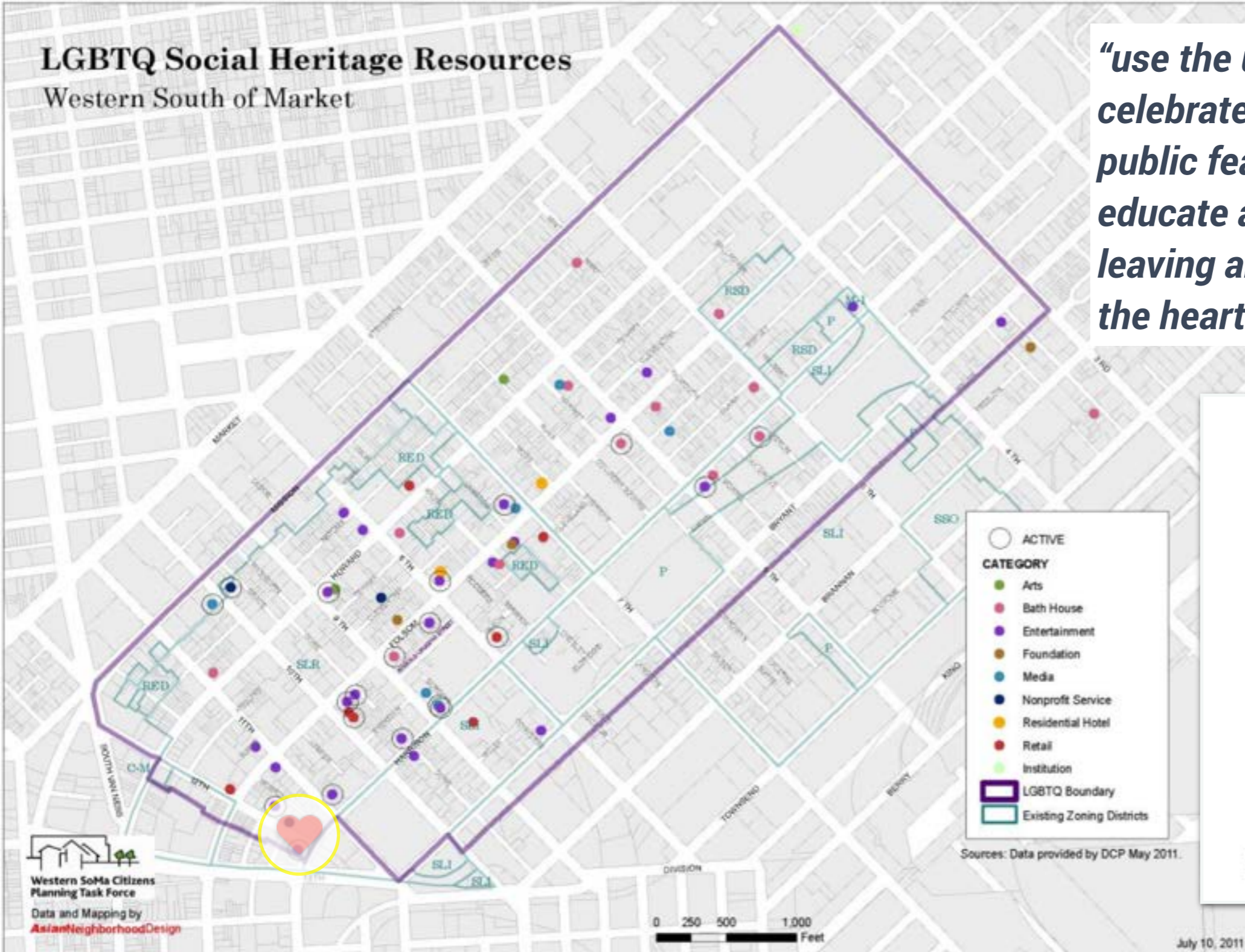


# LGBTQ HERITAGE REPORT (2011)



## LGBTQ Social Heritage Resources Western South of Market

*“use the urban landscape to celebrate public history, using public features as a way to educate and accept diversity, leaving an important legacy at the heart of the neighborhood.”*



### Recognizing, Protecting and Memorializing South of Market LGBTQ Social Heritage Neighborhood Resources

July 18, 2011



Recognizing, Protecting and Memorializing South of Market LGBTQ Social Heritage Neighborhood Resources  
July 18, 2011  
© 2011 WESTERN SOUTH OF MARKET PLANNING TASK FORCE. ALL RIGHTS RESERVED. PHOTO BY JEFFREY L. HARRIS

July 10, 2011

## Timeline

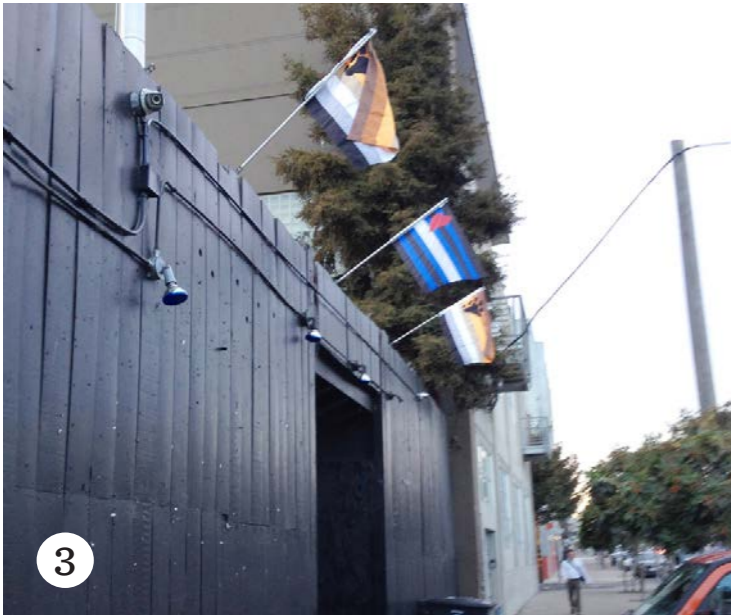
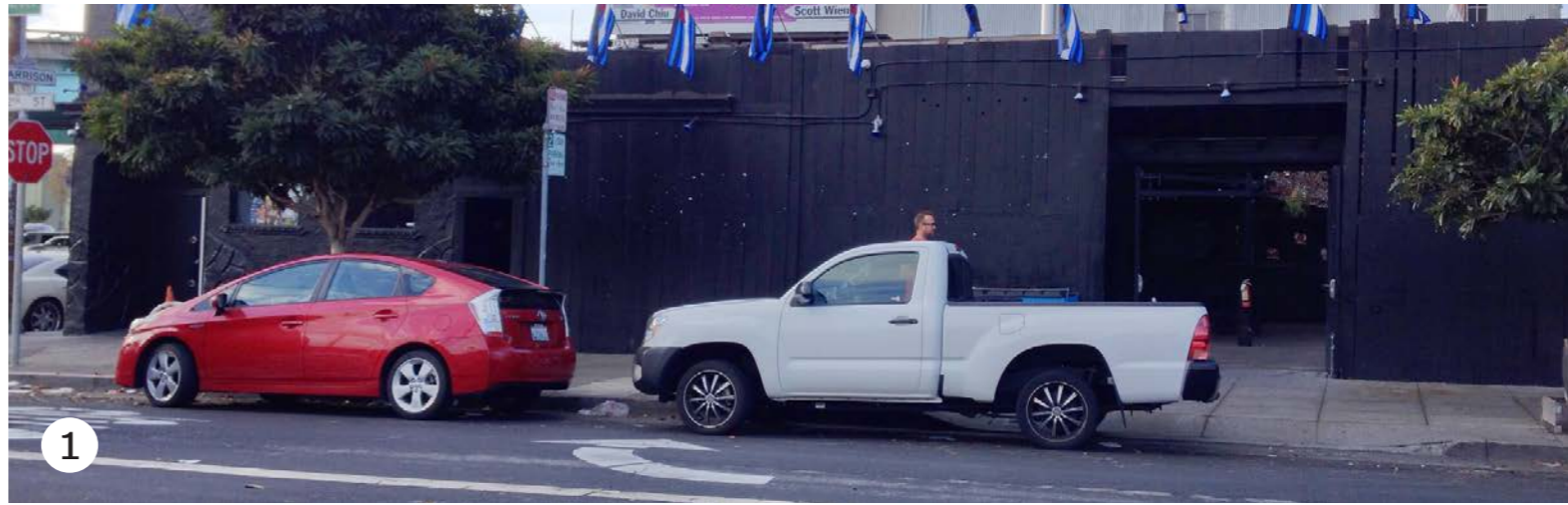
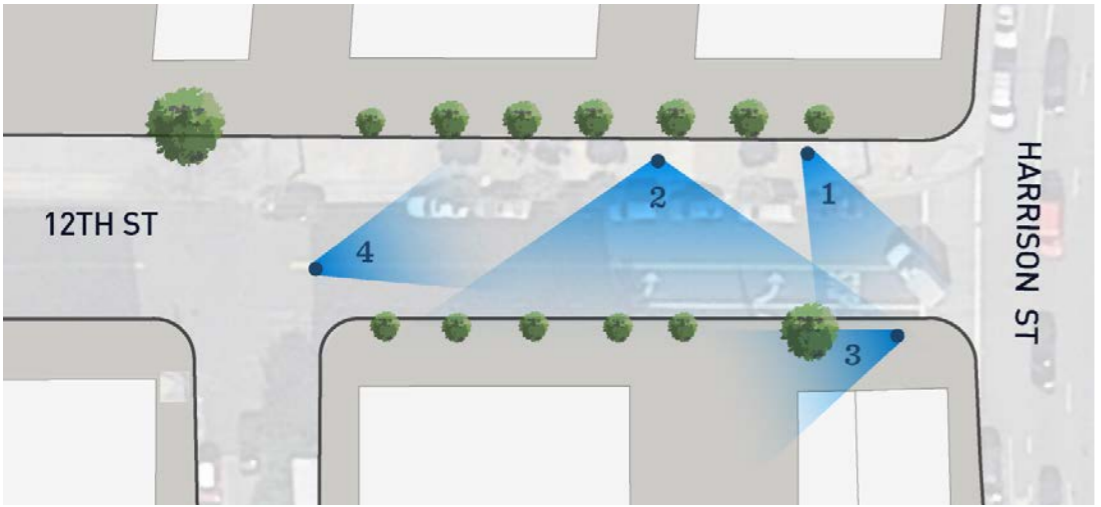
- June 18, 2014: Initial Community Meeting - introduction of plaza project
- July 8, 2014: Community Meeting - solicitation of community feedback on plaza concept
- Sep 23, 2014: Community Design Charrette #1 - facilitated by Gehl Studio, feedback informed plaza conceptual design
- Dec 2, 2014: Community Meeting - recap of charrette outcomes, solicitation of feedback
- Feb 15, 2015: Eagle Plaza Beer Bust - free fundraiser event for Friends of Eagle Plaza showcasing conceptual plaza design both in front of and inside The Eagle SF
- Feb 17, 2015: Community Meeting - showcasing conceptual design at Don Ramon's
- April 8, 2015: Friends of Eagle Plaza - initial meeting to form stewardship organization
- April 20, 2015: CDRC Conceptual Design Review - project status presentation and Q&A
- April 20, 2015: ENCAC Presentation #1 - intro presentation and Q&A
- April 23, 2015: Western SoMa Neighborhood Assc. - project status presentation and Q&A
- June 9, 2015: SoMa Bend Neighborhood Assc. - project status presentation and Q&A
- Sept 17, 2015: SF Bay Area Leather Alliance - presentation and Q&A
- Sept 19, 2015: Alden Spafford Progressive Dinner - info booth and Q&A
- Sept 20, 2015: Leather Walk - info booth and Q&A
- Sept 21, 2015: ENCAC Presentation #2 - seeking recommendation for IKA
- Sept 27, 2015: Folsom Street Fair - info booth and Q&A
- Nov 16, 2015: CDRC Phase 1 Review - presentation and Q&A
- Dec, 2015: Planning Commission - seeking approval of IKA

## By The Numbers

- 7 Friends of Eagle Plaza Meetings
- 11 Community Engagement Meetings
- 210 Subscribers to the Eagle Plaza Email List
- 263 Attendees at the Eagle Plaza Beer Bust
- 278 Signatures of Support From Community Members



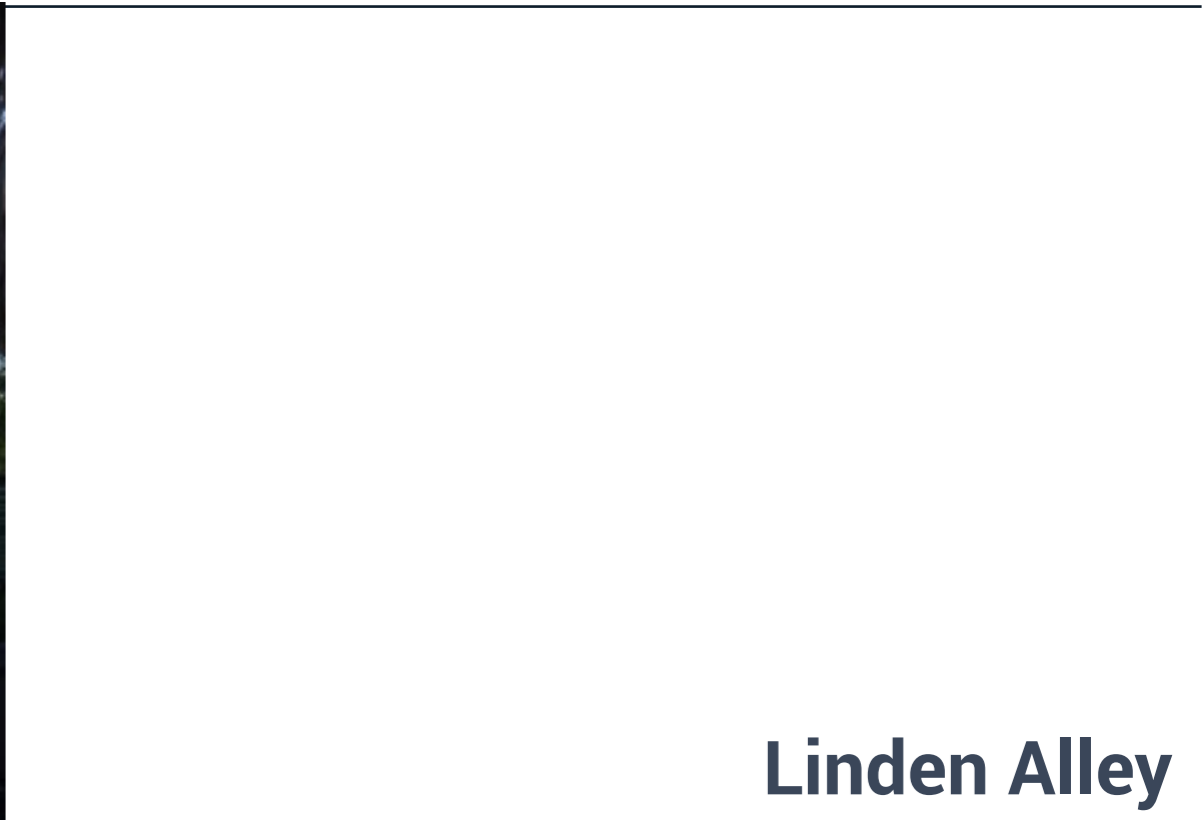
# EXISTING CONDITIONS



# DESIGN PRECEDENTS



Patricia's Green



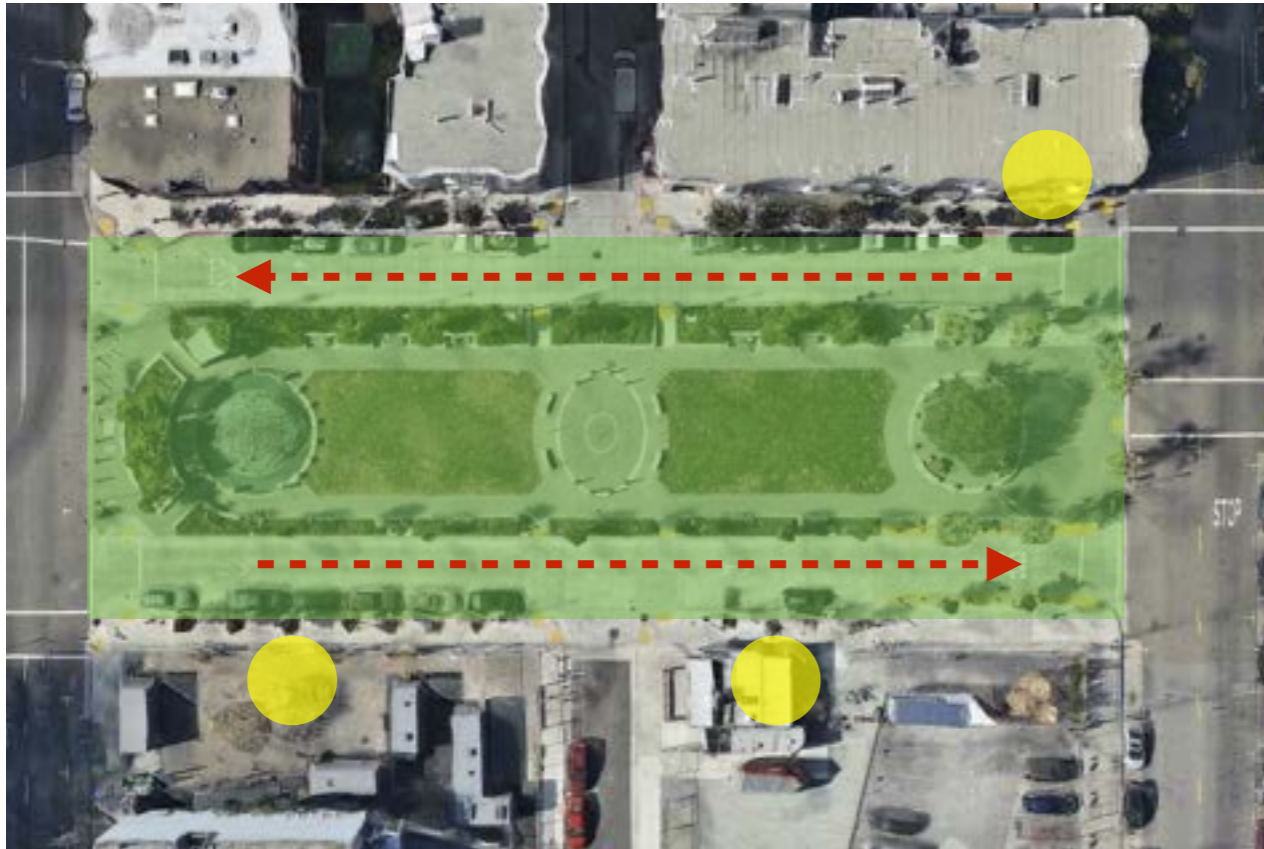
Linden Alley



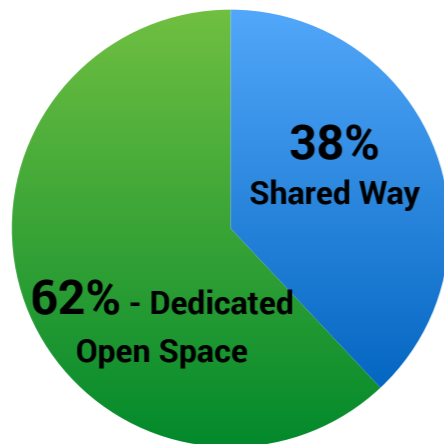
# DESIGN PRECEDENTS



## Patricia's Green



0.7 acres



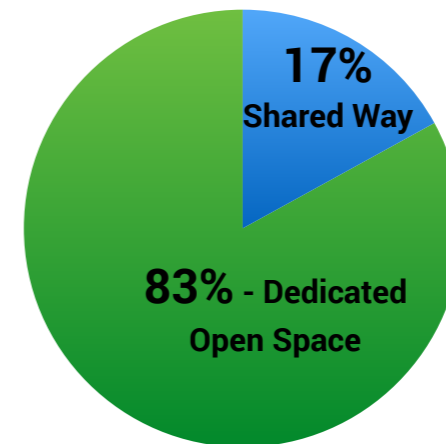
-----▶ Shared Way

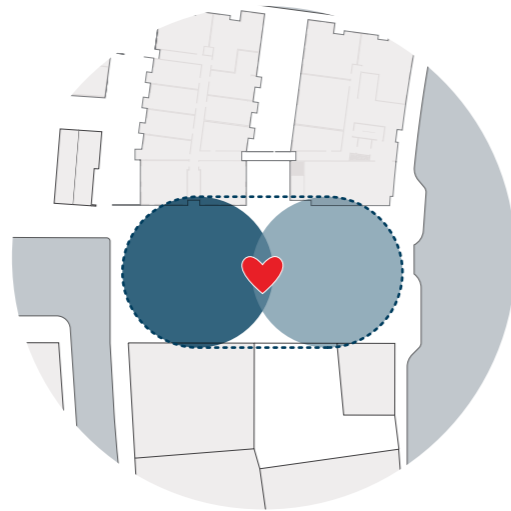
● Small Business Stewards

## Eagle Plaza



0.3 acres





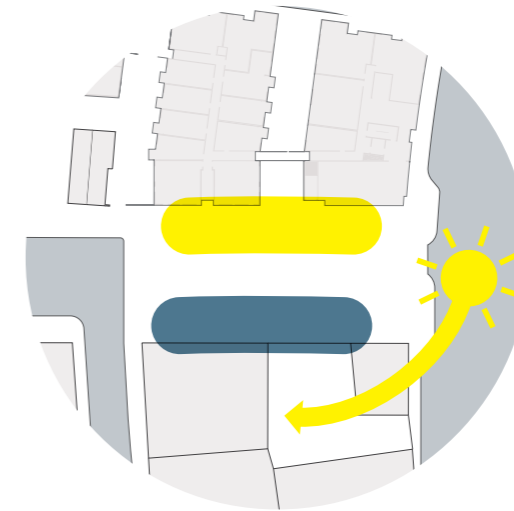
## Two Dynamic Spaces One Big Event Space

The Plaza provides two distinct spaces — the quiet bosque and the more social/active zone. During an event, the space functions as a dynamic whole



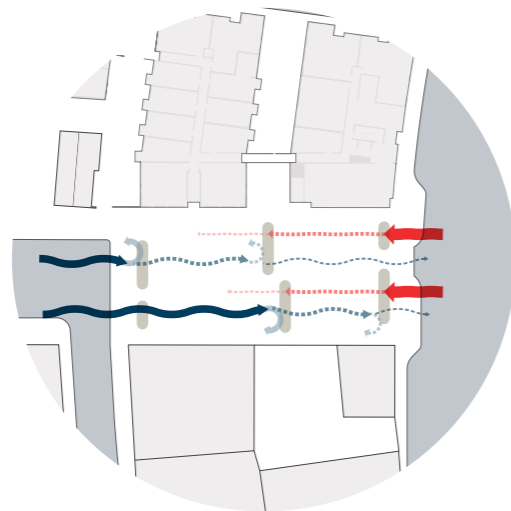
## Green

The plaza brings more green into the neighborhood



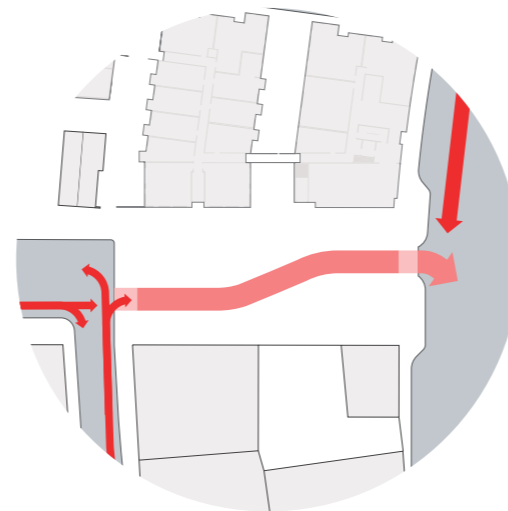
## Sun & Shade

Given the orientation of the blocks, there is a sunny side and a shady side to the plaza. The design and use of the plaza takes these microclimates into consideration.



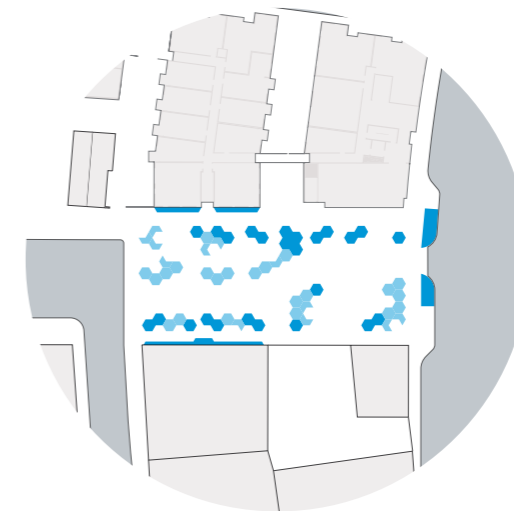
## Wind & Noise Barriers

The layers of planting provide wind and noise barriers. Garbage blown down the street will likely be caught at the west side of the plaza and will need to be managed.



## Traffic Circulation

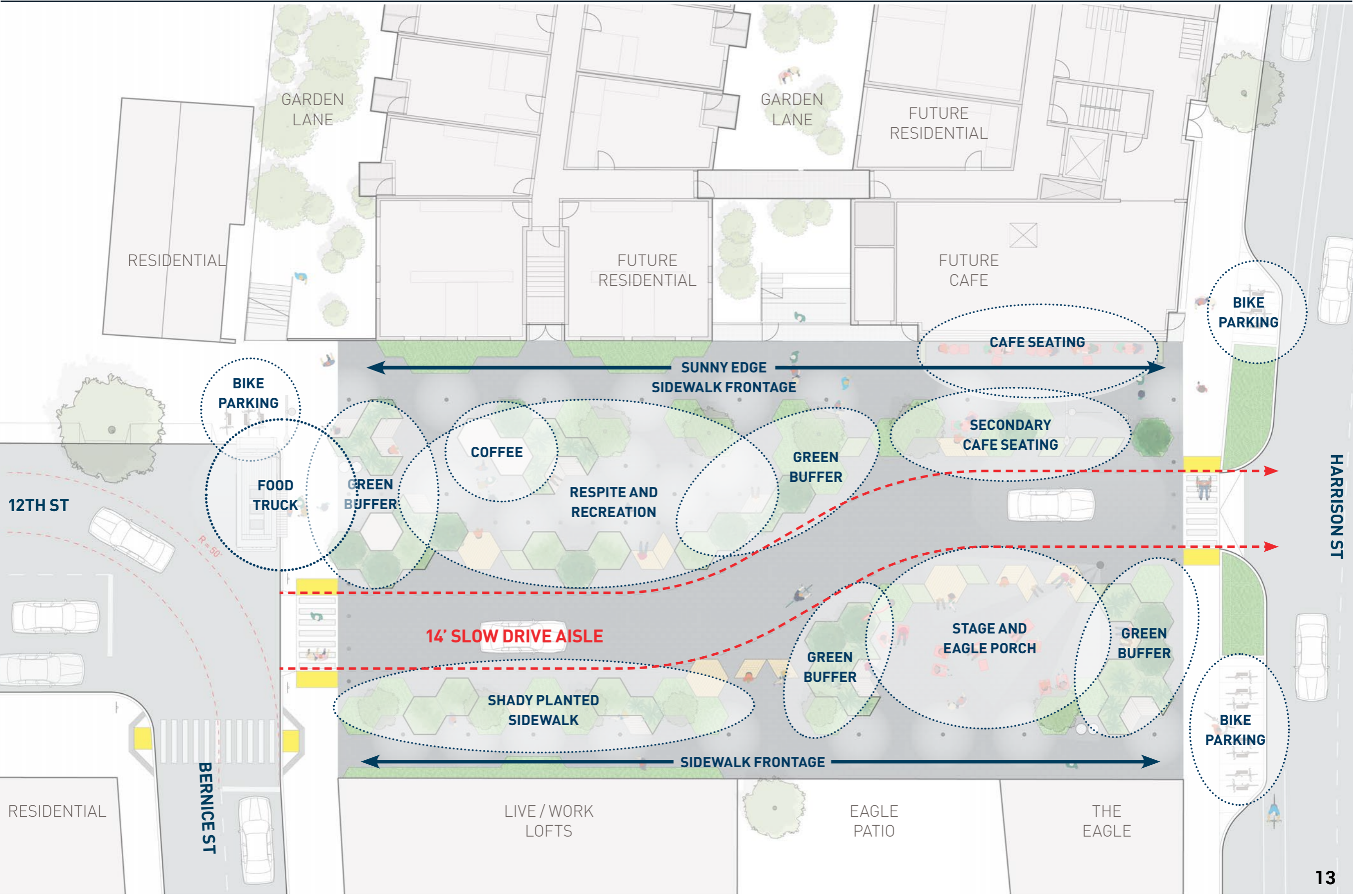
Vehicle circulation is limited to one slow lane eastbound that allows for emergency vehicle access.



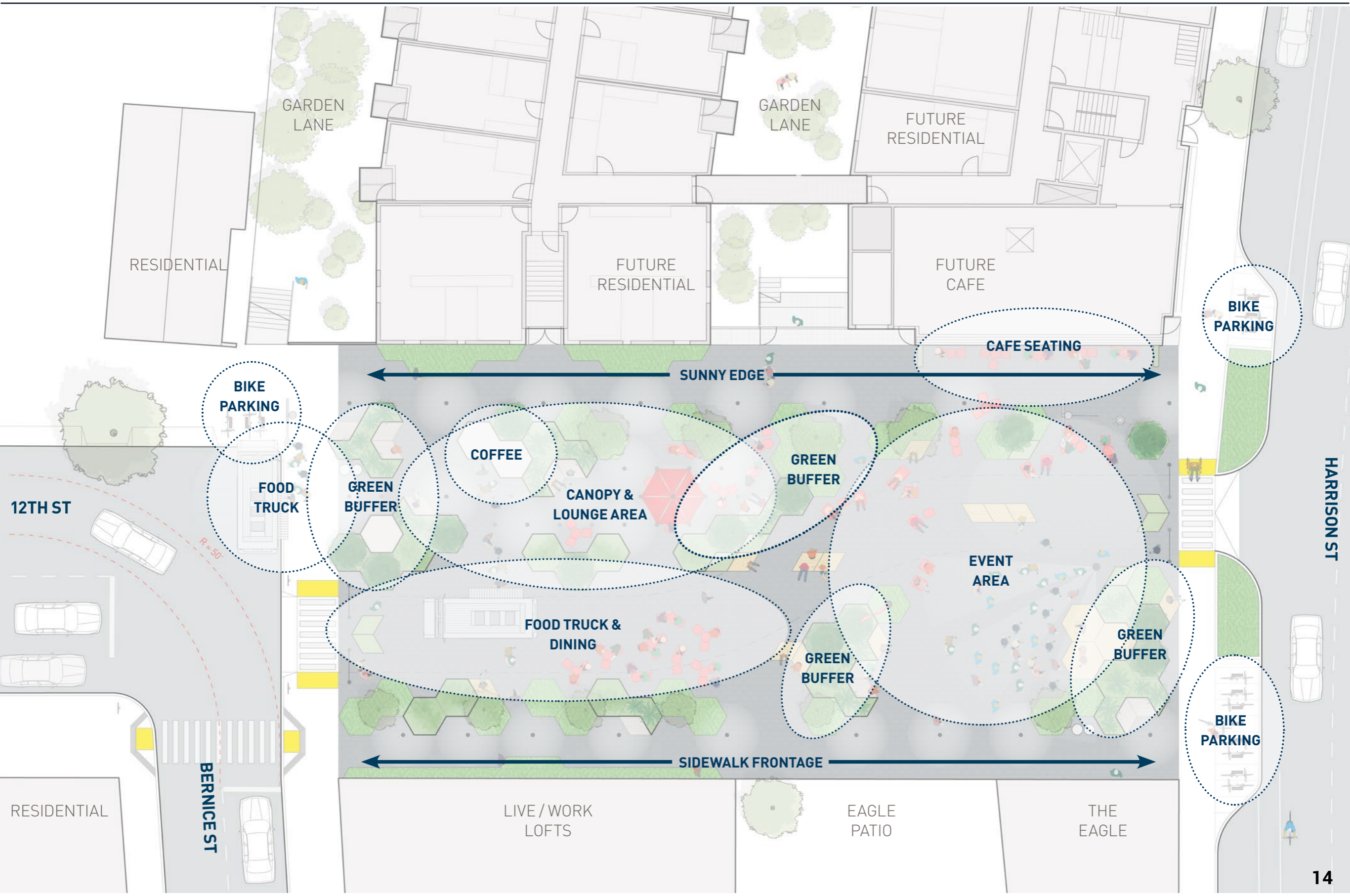
## Stormwater

The plaza increases the permeability of the site through planting and manages stormwater with flow-through planters on Harrison Street.

# TYPICAL DAY (SHARED WAY OPTION)



# FULL CLOSURE/MAJOR EVENT DAY



# TYPICAL DAY (SHARED WAY OPTION)



-   
Tree  
(Existing)
-   
Tree  
(New)
-   
Planting  
At Grade
-   
Hex  
Planter
-   
Hex Planter  
w/ Bench
-   
Movable  
Planter
-   
Movable  
Bench
-   
Movable  
Deck
-   
Cafe  
Seating
-   
Bike  
Rack
-   
Trash &  
Recycling
-   
Pavers
-   
Tactile  
Domes
-   
Pole  
Mount
-   
Light  
Pole
-   
Directional  
Light
-   
Flag  
Pole

# FULL CLOSURE/MAJOR EVENT DAY



-   
Tree  
(Existing)
-   
Tree  
(New)
-   
Planting  
At Grade
-   
Hex  
Planter
-   
Hex Planter  
w/ Bench
-   
Movable  
Planter
-   
Movable  
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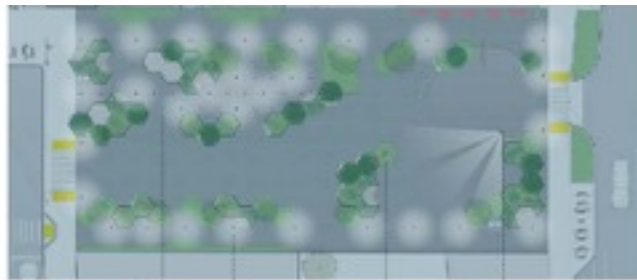




# BERNICE VIEW



# PLUG-IN POSTS & PROGRAM



*pole mount,  
typical*

*flagpole*

*tall  
directional  
light*

*light pole,  
typical*



- Shade Canopies, & Hammocks

- Play Structures

- Movie Screen

- Workout Equipment

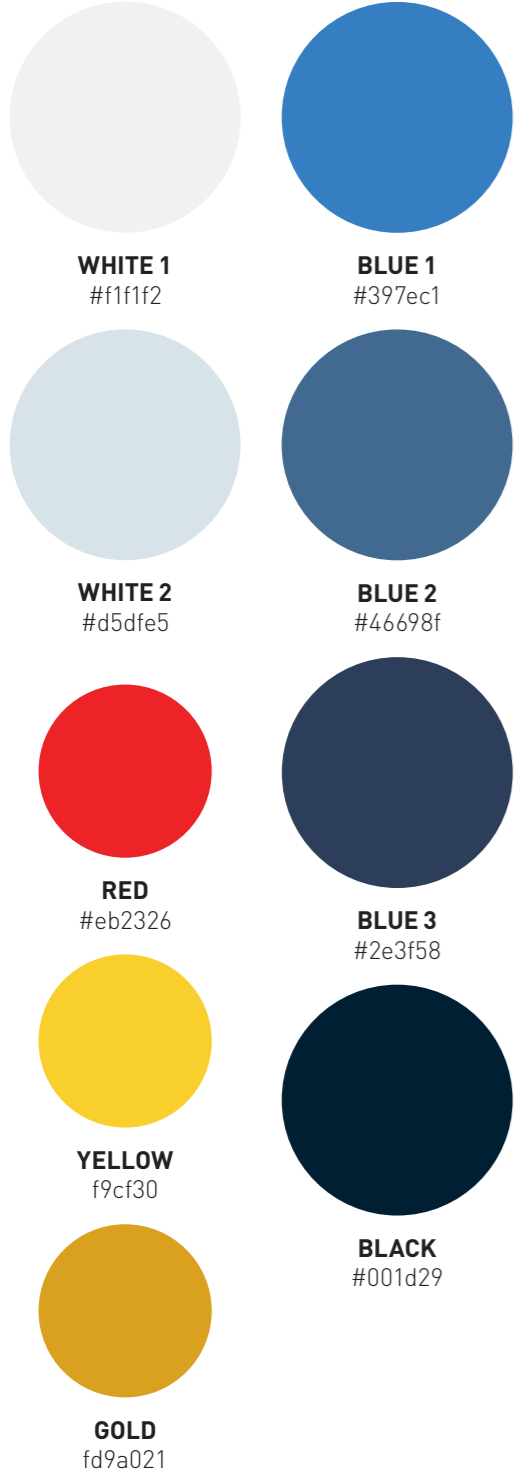
- Lighting



# COLOR PALETTE & INSPIRATION IMAGES



## • Eagle Plaza Colors



## • Leather Pride Flag



## • Heritage Inspiration



## PLANT PALETTE TO BE UPDATED



*Eriobotrya deflexa (existing)*



*Melaleuca quinquenervia*



*Cordyline australis*



*Agave sp.*



*Knifofia & Phormiums*  
or *Agave americana* (Century Plant)  
& Mixed Succulents



*Euphorbia characias*



*Kniphofia sp.*



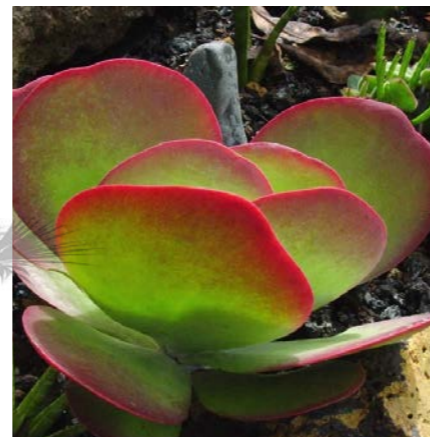
*Phormium sp.*



*Melaleuca quinquenervia*  
& Mixed Grasses



*Cordyline australis*  
& Mixed Succulents



*Kalanchoe luciae*



*Sedum sp.*



*Zamia furfuracea*

# UNIT PAVER OPTIONS



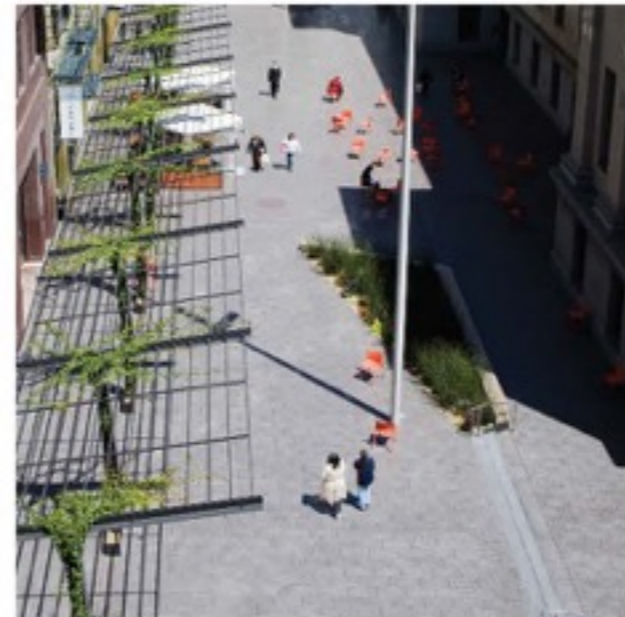
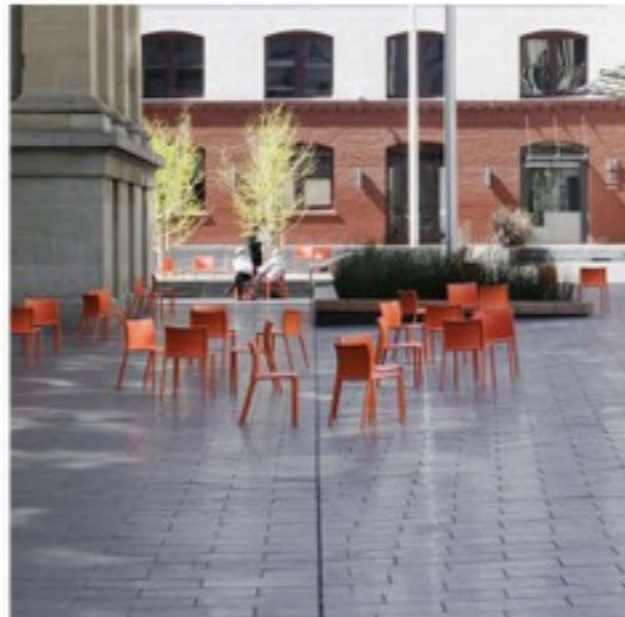
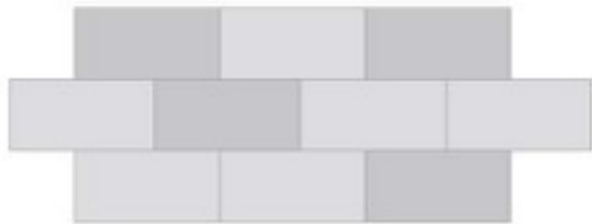
## Stepstone

Narrow Modular Paver  
3" x 24" x 4" (drive aisle)  
8" x 24" x 2 1/2" (pedestrian zones)  
Pre-cast stone with sandblast finish

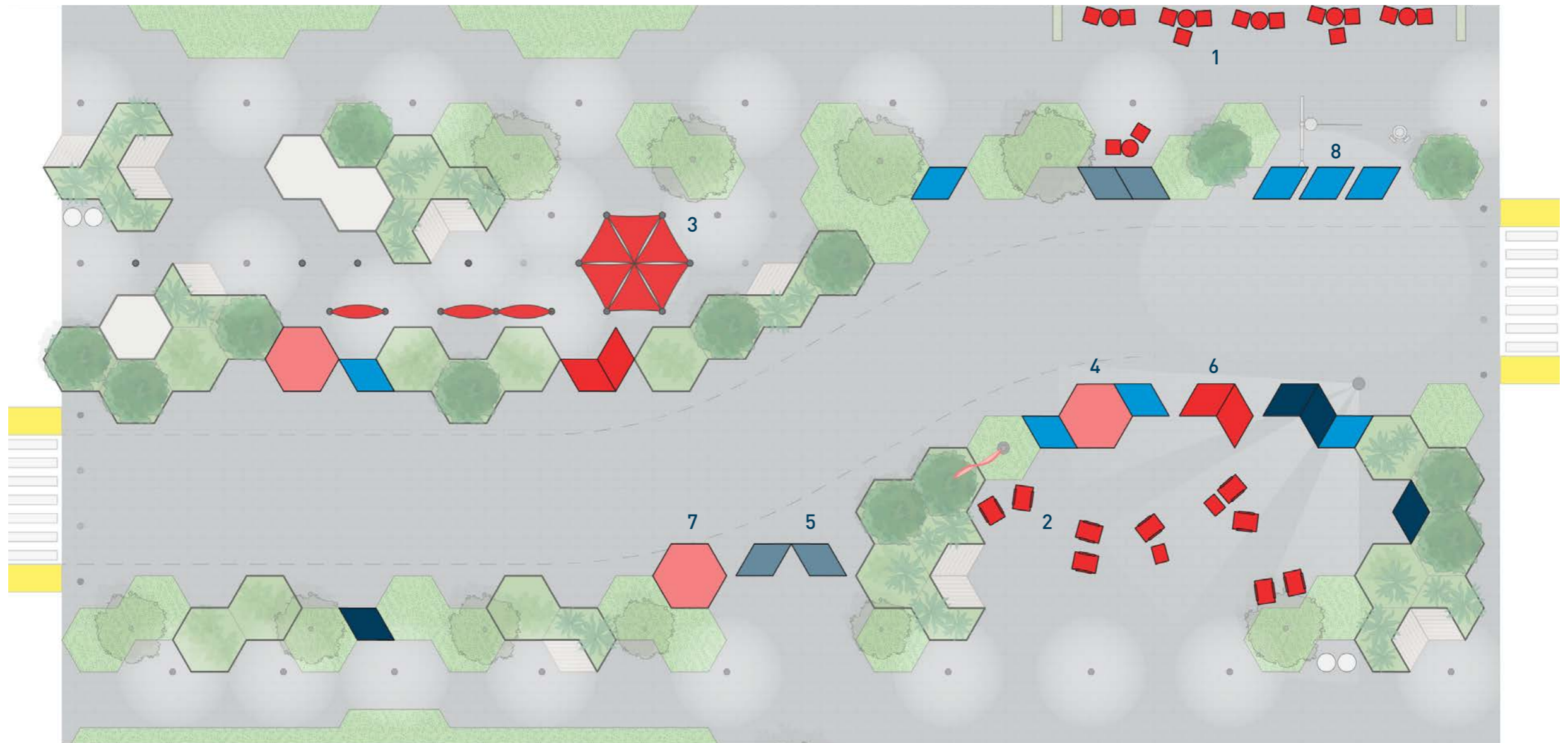


## Tectura Design

(Mint Plaza)  
12" x 24" x 4"  
Hewn with exposed aggregate  
Tectura Design Terrazo Pavers



# MOVABLE COMPONENTS



1

Bistro Tables & Chairs



2

Lounge Chairs (10)



3

Plug-in System (15 poles)



4

Low Diamond Benches (4)



5

Diamond Benches with Backs (4)



6

High Diamond Benches (4)



7

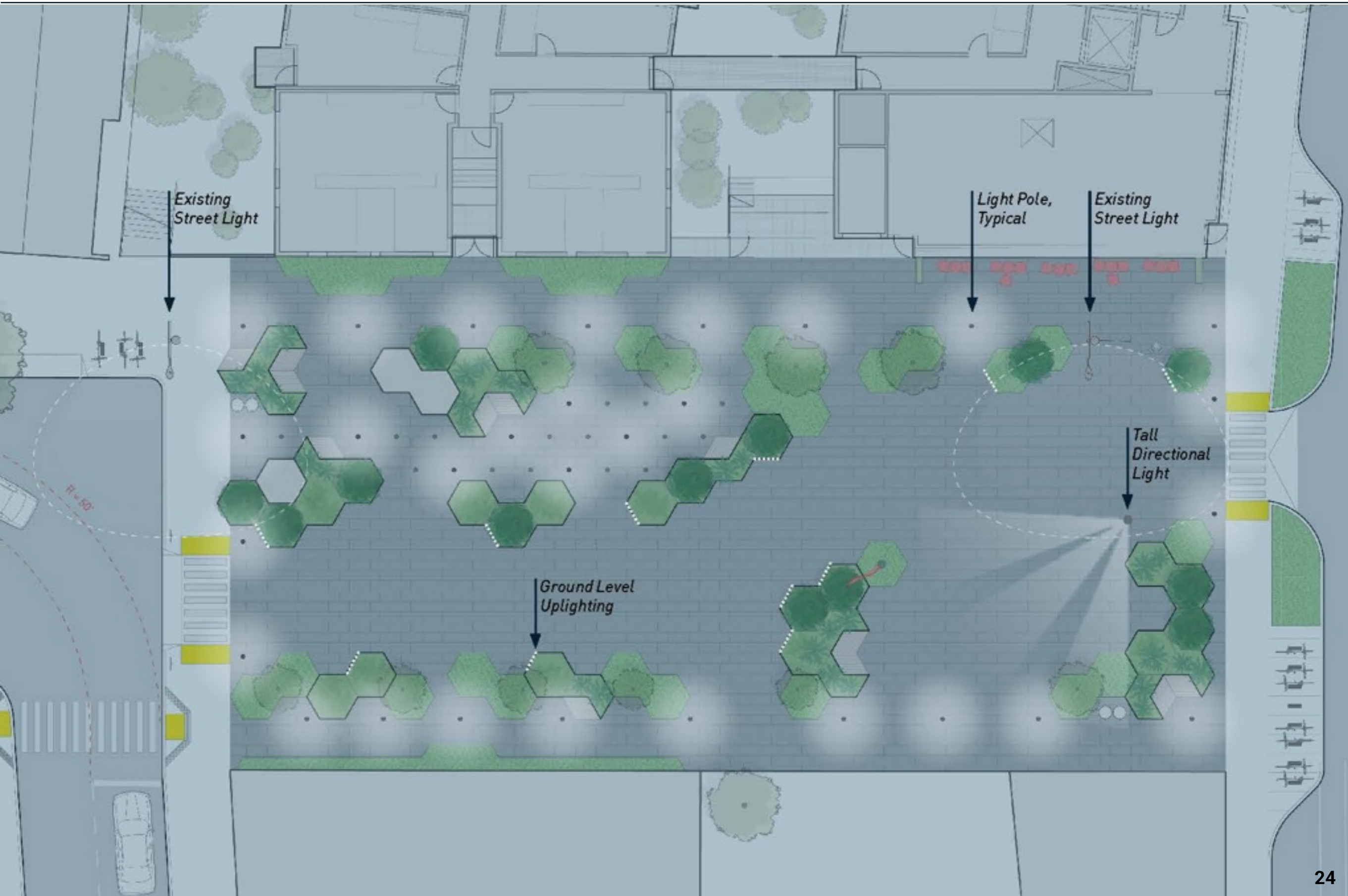
Hex Decks (3)



8

Movable Planter (8)

# LIGHTING SCHEME





# ACTIVITY & CONFIGURATIONS



## Typical Day (open to traffic)



Movie Night



Morning Coffee & Bootcamp



Lunch



Food Truck Evening

# ACTIVITY & CONFIGURATIONS



## Event Day (closed to traffic)



Farmers' Market



Beer Bust



Performances



Large Movie Night



# ALTERNATIVE SCHEME: EAGLE GREEN



## Phase I - 30% Green



# ALTERNATIVE SCHEME: EAGLE GREEN



## Phase I - 30% Green



# ALTERNATIVE SCHEME: EAGLE GREEN



## Phase II - 60% Green



# ALTERNATIVE SCHEME: EAGLE GREEN



## Phase II - 60% Green



# WINDOW OF OPPORTUNITY



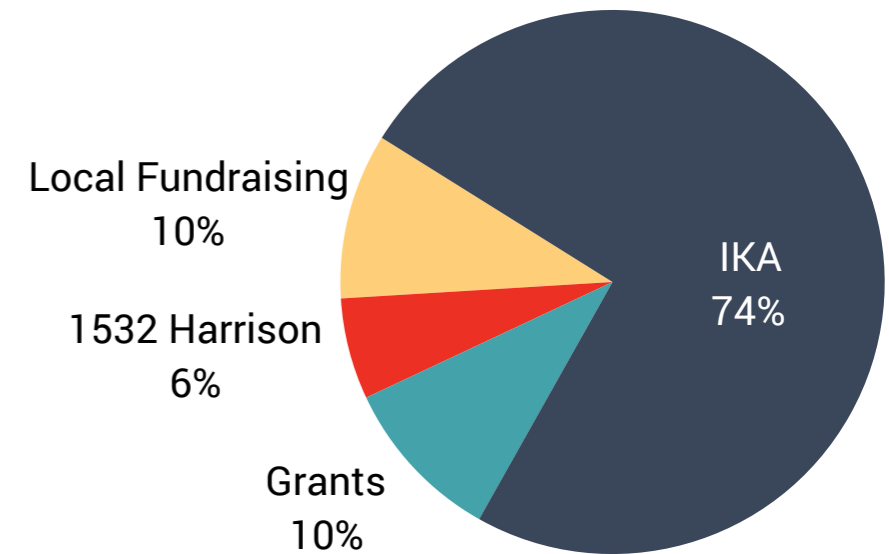
- **Shovel-ready with guaranteed delivery in 2017**
- **50+ years of maintenance funding via Community Facilities District**
- **Private delivery brings cost efficiencies**
- **Pre-leveraged with outside grants**
- **Additional capital contribution from 1532 Harrison**
- **Possible Phase 2 open space expansion**

# ESTIMATED PROJECT COSTS



Hard Costs	\$1,570,668
Soft Costs	\$457,265
<b>Total Capital Costs</b>	<b>\$2,027,933</b>

1532 Harrison Contribution	\$122,055
In-Kind Agreement	\$1,505,878
Grants	\$200,000
Local Fundraising Campaign	\$200,000
<b>Total Funding</b>	<b>\$2,027,933</b>





## Estimated Year-1 Plaza M&O Budget\*

OPERATIONS & MAINTENANCE	
Labor	\$166,972
Materials & Supplies	\$10,890
Maintenance & Repair	\$8,375
Utilities	\$46,620
Insurance	\$3,600
<b>TOTAL EXPENSES</b>	<b>\$236,457</b>

SOURCES	
Annual CFD Revenue	\$150,000
Event & Vendor Revenue	\$95,600
<b>TOTAL REVENUES</b>	<b>\$245,600</b>

\*Preliminary budgets prepared by MJM Management Group

**Eagle Plaza**  
**Draft Management Plan**  
**Prepared for: Build Public**  
**Prepared by: MJM Management Group**  
**September 4, 2015**

**MJM Management Group**  
*Turning Public Space  
 into Community Value*

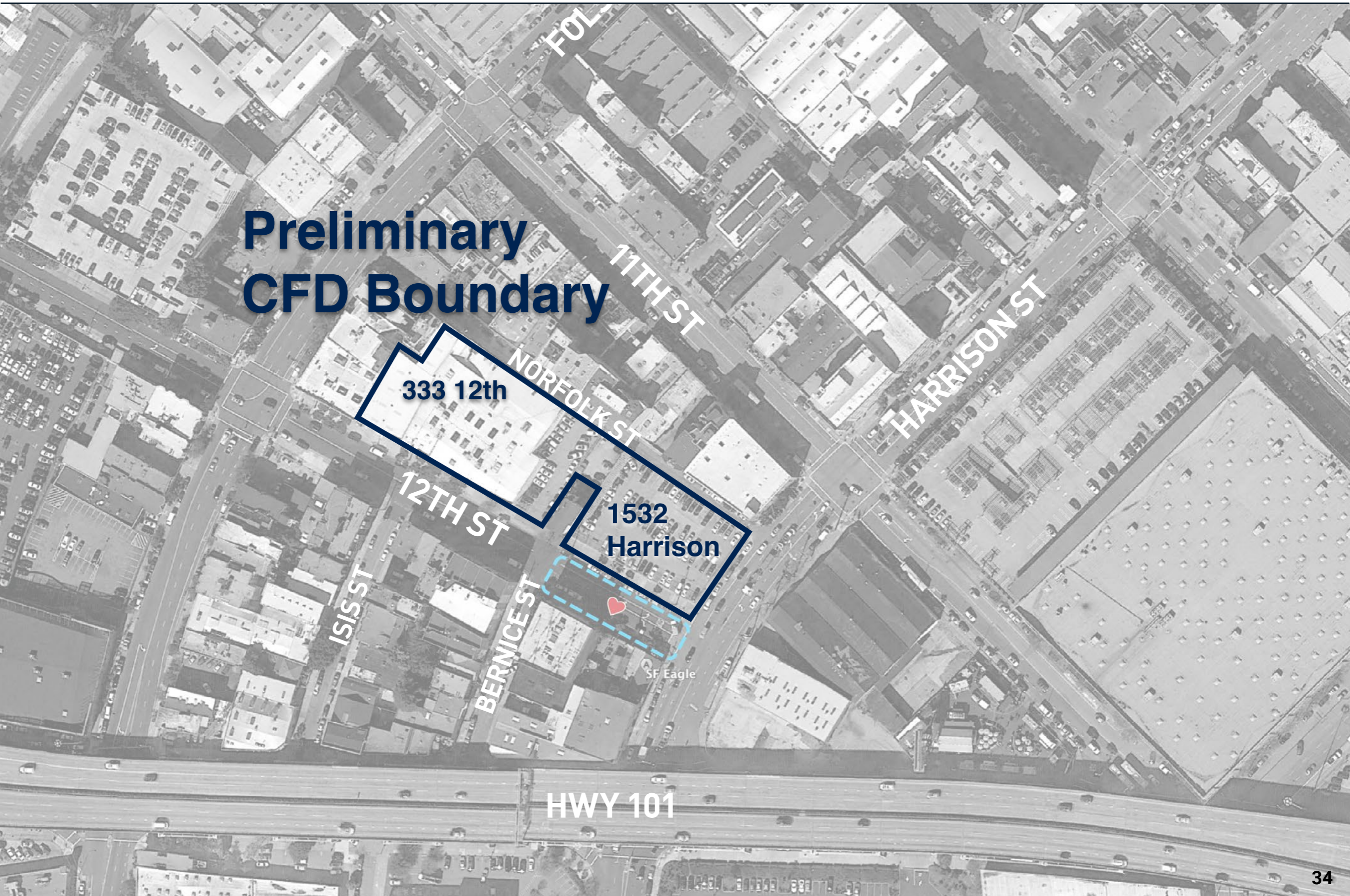
706 Mission Street, 8th Floor  
 San Francisco, CA 94103  
 Phone 415-477-2600  
 Fax 415-477-2604  
[www.mjmmg.com](http://www.mjmmg.com)

## Preliminary CFD Boundary

333 12th

1532 Harrison

SF Eagle



# WINDOW OF OPPORTUNITY



## **\$1.5M** in EN Impact Fees today leverages:

Grants + Local Fundraising	\$400,000
Build Inc. Contribution	\$122,055
Implicit Land Value of Eagle Plaza*	\$3,891,861
Net Present Value of 50+ years of CFD Revenues**	\$5,225,838
<b>Total Value</b>	<b>\$9,639,754</b>

\*Cost to acquire private land in Western SoMa equivalent in size to Eagle Plaza, excluding shared way and sidewalk

\*\*Assumes \$150,000 in CFD revenues in Y1 with 5.0% discount rate and 2.0% annual growth over 50 years

# COMMUNITY OWNERSHIP



## Friends of Eagle Plaza

- **Lex Montiel and Mike Leon**, owners of The SF Eagle Tavern (398 12<sup>th</sup> St)
- **Stefan Magdalinski**, resident of 1 Bernice St adjacent to Eagle Plaza
- **Barry Synoground**, owner of DNA Lounge
- **Dallas Bradley**, Lafayette-Minna-Natoma Neighborhood Watch Block Captain
- **Eric Lopez**, Chair of Somabend Neighborhood Association
- **Rachele Sullivan**, Folsom Street Fair Board member, SF Bay Area Leather Alliance Board member, Filipino American Association of Star of the Sea
- **Henry Karnilowicz**, President of SOMBA
- **Tom Taylor**, Isis Street resident
- **Ben Woosley**, Kissling Street resident
- **Joe Peters**, 1532 Harrison Project Manager
- **Michael Yarne**, Build Public Board President



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