



Transbay Blocks 2-3-4

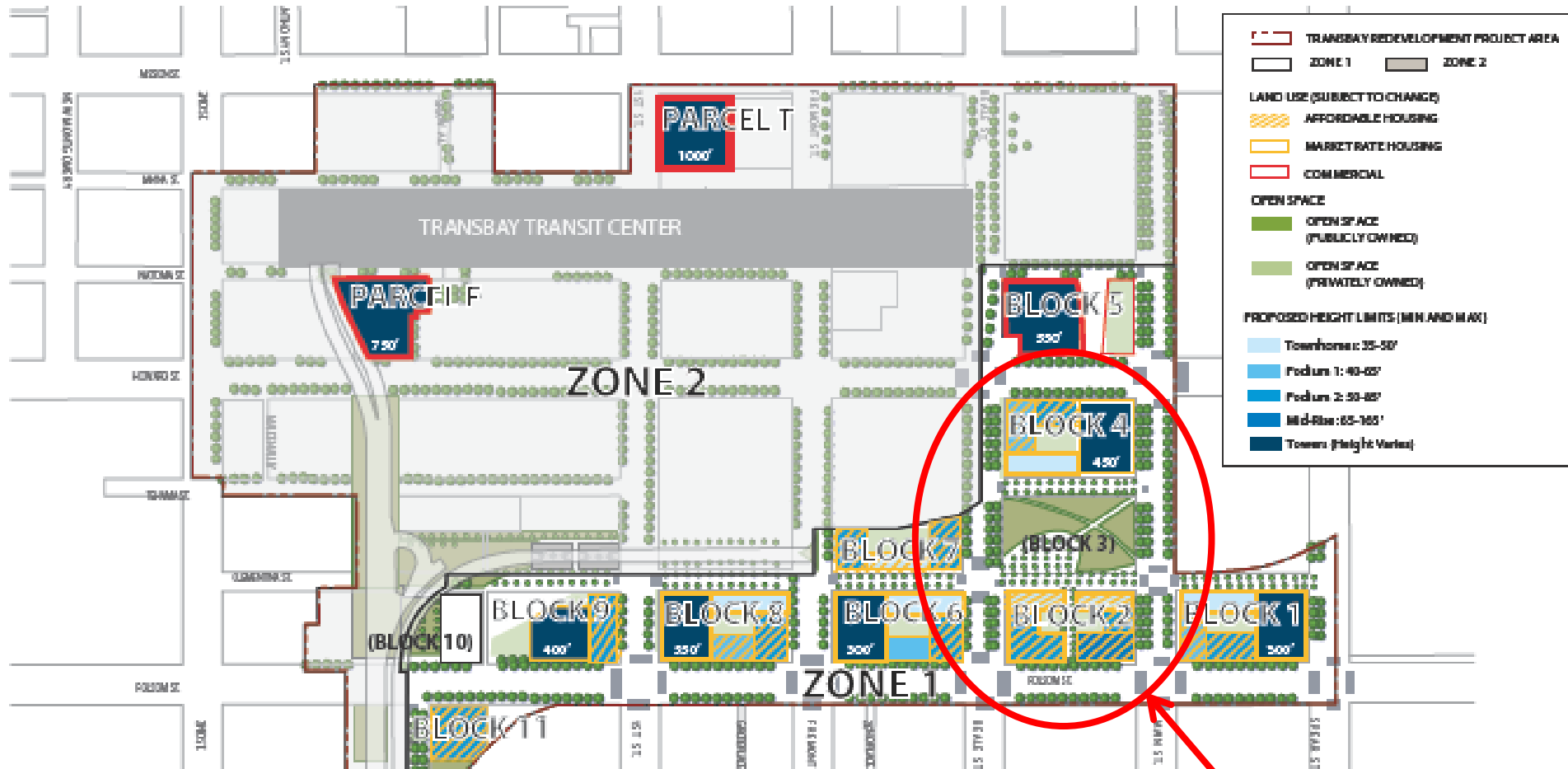
**Interim Activation Permit to Enter
Between
OCII & the East Cut Landing Partners**

OCII Commission

June 1, 2021

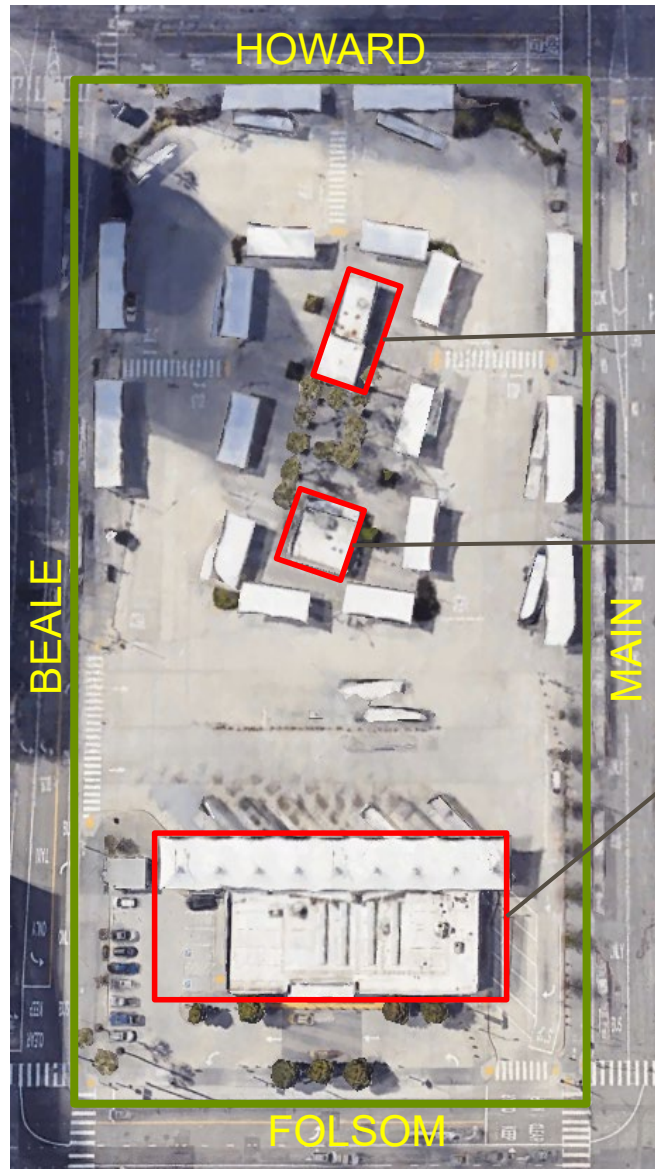
Current Request

- Authorize interim activation uses;
- Approve design plans;
- Authorize OCII Executive Director to execute a revocable Permit to Enter (“PTE”) with East Cut Landing Partners (“ECLP”) for interim activation.



BLOCKS 2-3-4

Current Site Conditions



Security Office – 200 Main

AC Transit Office – 250 Main

Greyhound Building – 200 Folsom



RFP Selection Criteria

In December 2020, OCII, in consultation with TJPA, issued an RFP for an interim activation Team. RFP goals:

- Team to implement, manage, and operate activation uses that were:
 - Active
 - Pedestrian-oriented
 - Community-serving
- No cost to OCII
- Encouraged Team to conduct outreach to East Cut Neighborhood's business, community, residents, and other relevant stakeholders for input

RFP Evaluation

- Two proposals received in February 2021:
 1. Parklab
 2. East Cut Landing Partners, partnership consisting of:
 - a. Nestory Park
 - b. East Cut CBD
 - c. Street Soccer USA
 - d. KGK Consulting (now Real Active)
- Evaluation Panel represented OCII, TJPA, OEWD, and Transbay CAC
- Evaluation Panel interviewed and scored teams

RFP Evaluation

- Evaluation Panel scored ECLP higher and recommended for PTE
- Robust proposal of activation uses
- Realistic and thoughtful budget
- Familiarity with the neighborhood
- Strong marketing and outreach plans

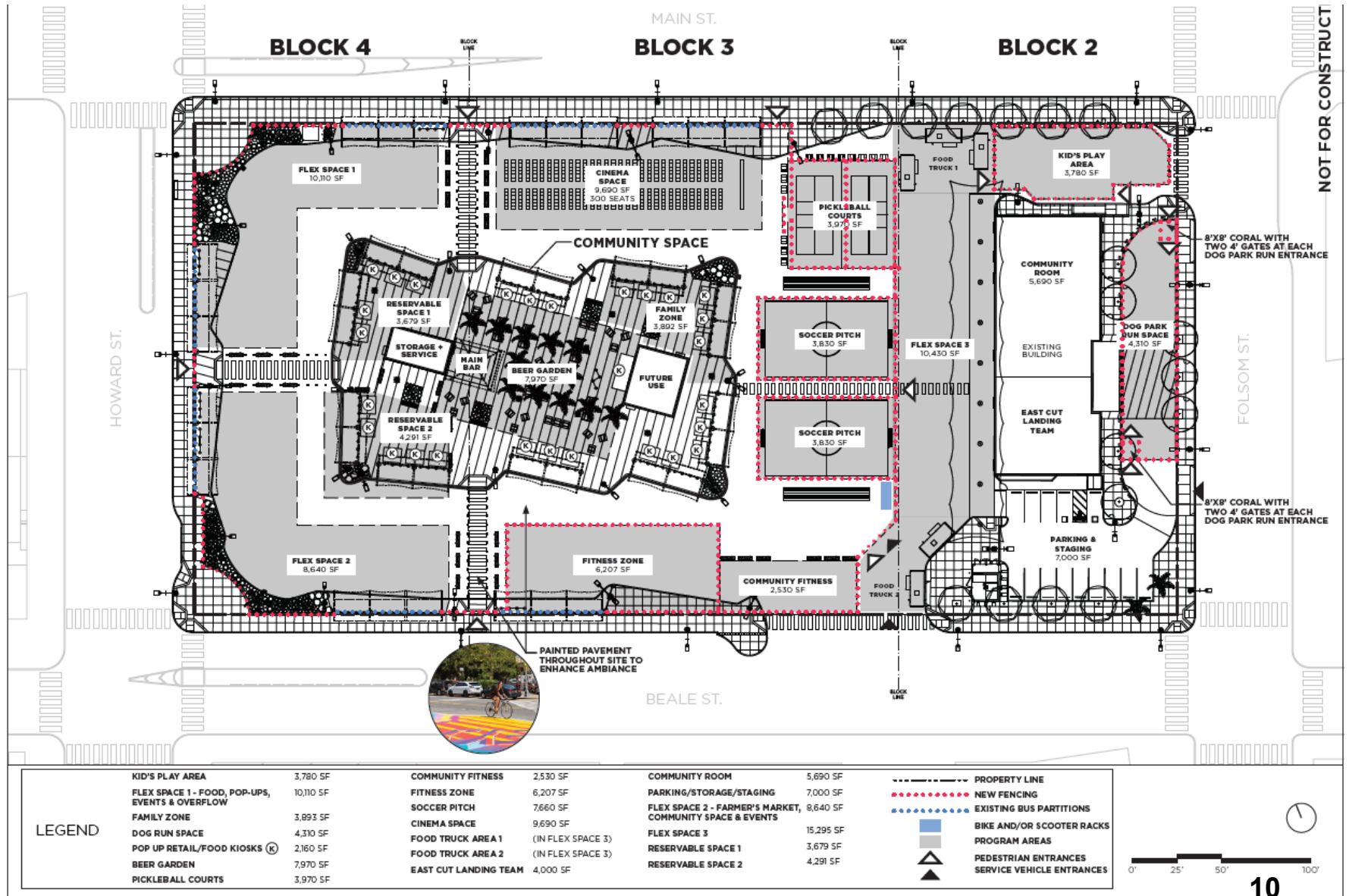
East Cut Landing Partners Proposed Interim Activation Program



Team Members

1. Kipp Kjeldgaard - **Real Active**
2. Andrew Robinson - **The East Cut CBD**
3. Rob Cann - **Street Soccer USA**
4. David Flaherty - **Nestory Park**

Site Plan

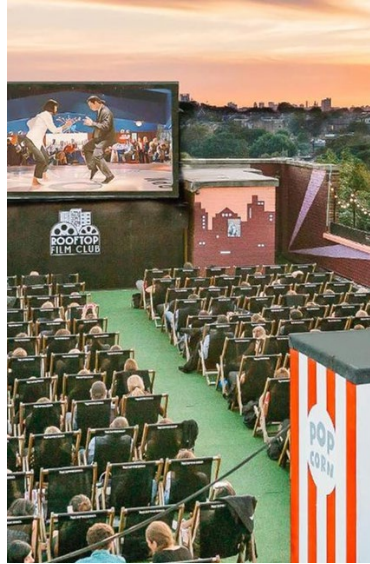


Interim Uses



- **Food and Beverage:**
food trucks/stalls,
family-friendly beer
garden, retail stalls
featuring local small
businesses
- **Recreation/Fitness:**
soccer and pickleball
courts, fitness space

Interim Uses Cont'd



- Outdoor Cinema
- Youth/Community Services Space
- Art installation
- Kids Play Area
- Small Dog Run
- Signage

Free to the Public

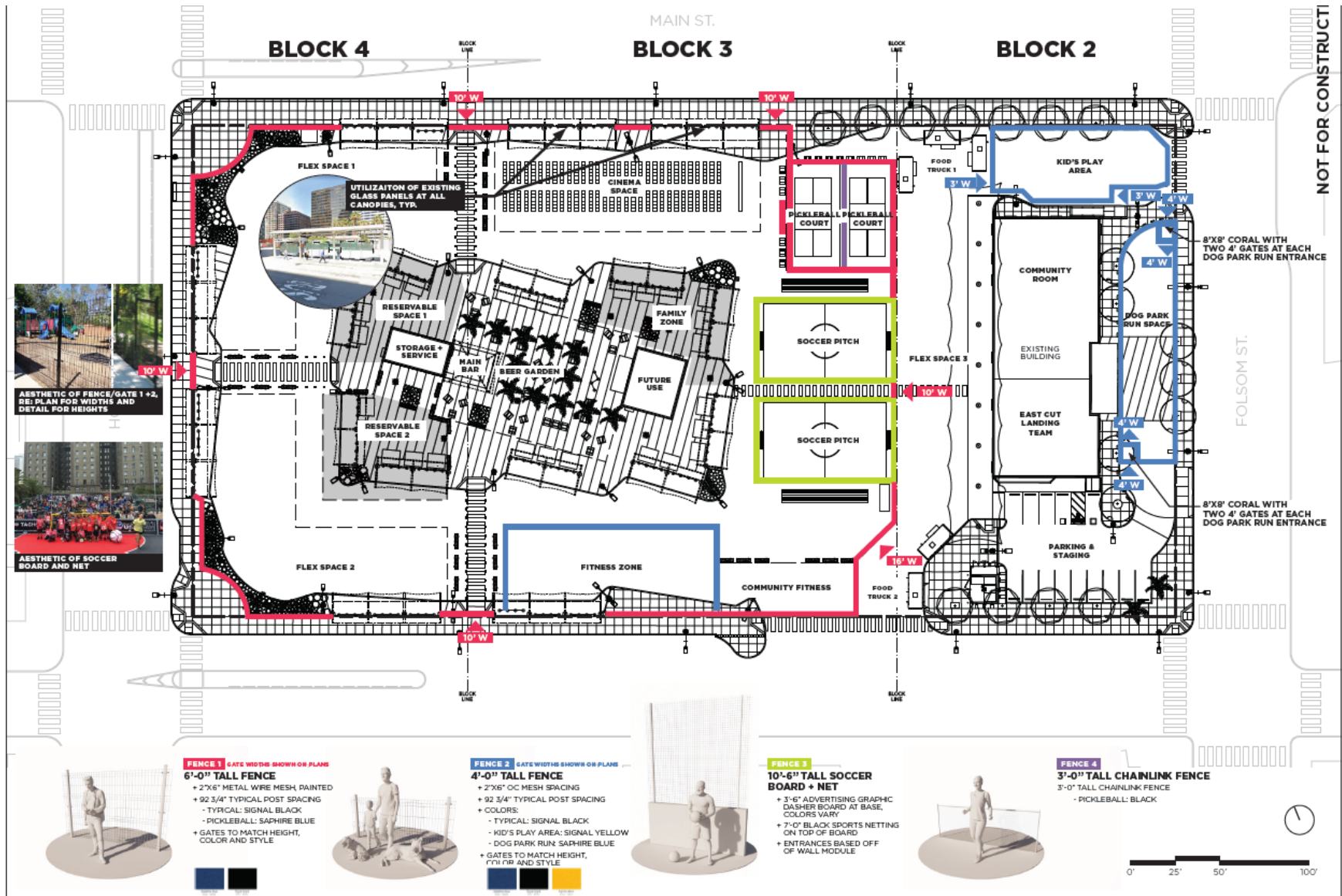
- Access to food and beverage seating area
- Soccer Open Free Play hours
- Pickleball courts
- Community fitness classes
- Farmer's market
- Children's play area
- Youth and community services space and events
- Dog run
- Art installations

Hours + Staffing

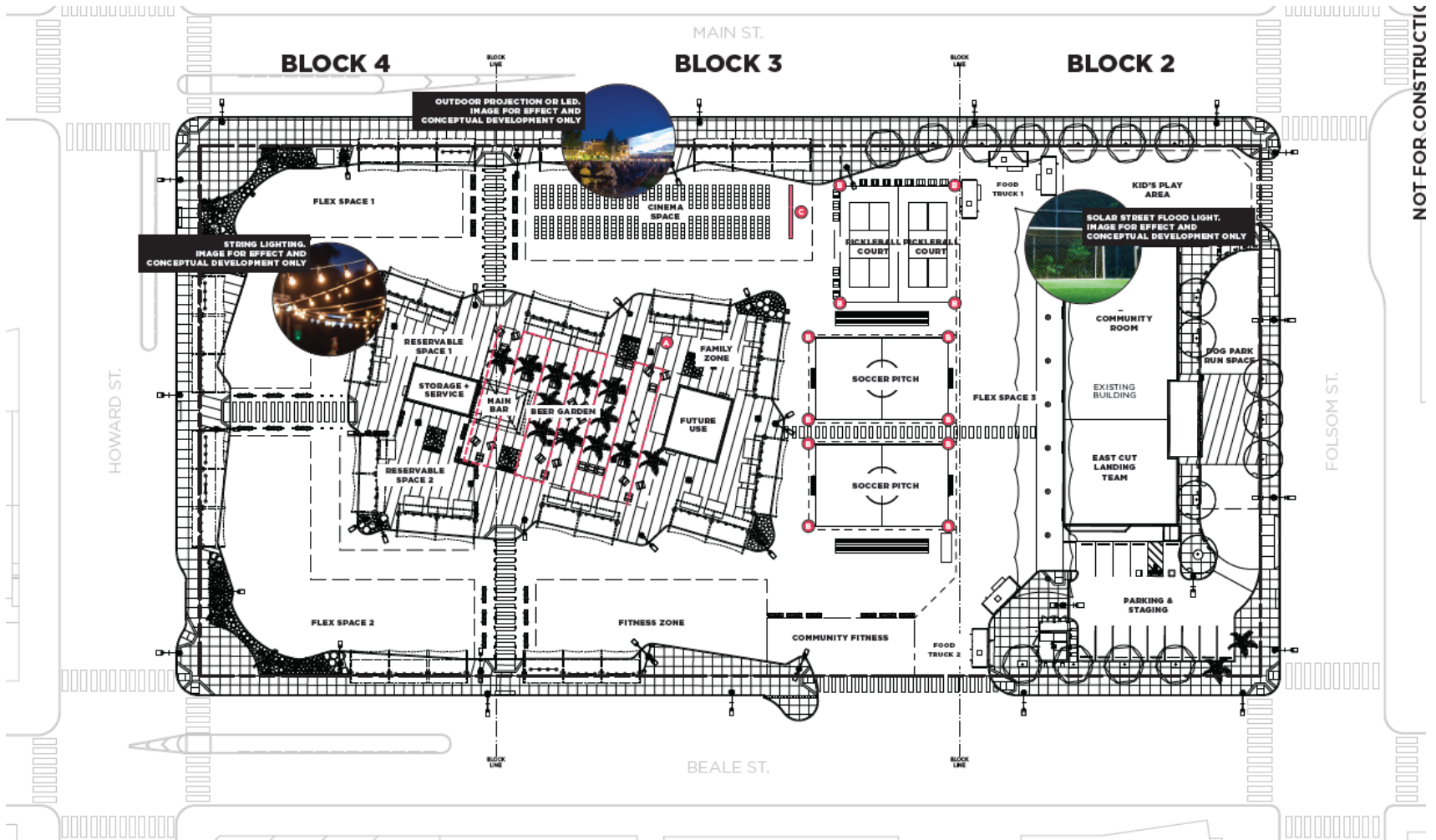
- Activations 7 days/ week, year-round except for major holidays unless a holiday event is planned.
- Operating hours are generally 7:00am - 10:00pm on weekdays and 7:00am - 11:00pm on weekends
- ECLP responsible for property management duties, including maintenance and repair, janitorial, access, security, and landscaping services
- ECLP will have staff presence in the permit Area 24/7
- One full-time “Site-Ops Manager” - responsible for overseeing Permit Area.



Site Design: Fencing



Site Design: Lighting



**FOR CONCEPTUAL PURPOSES ONLY
ENGINEER TO
PROVIDE DRAWING**

A STRING LIGHTS

- + COMMERCIAL GRADE
- + OUTDOOR / WATERPROOF
- + DIMMABLE INCANDESCENT EDISON BULB
- NO GLARE
- NO LIGHT TRESPASS
- SHATTER PROOF BULBS
- ENERGY SAVING BULBS

B SOLAR STREET FLOOD LIGHT

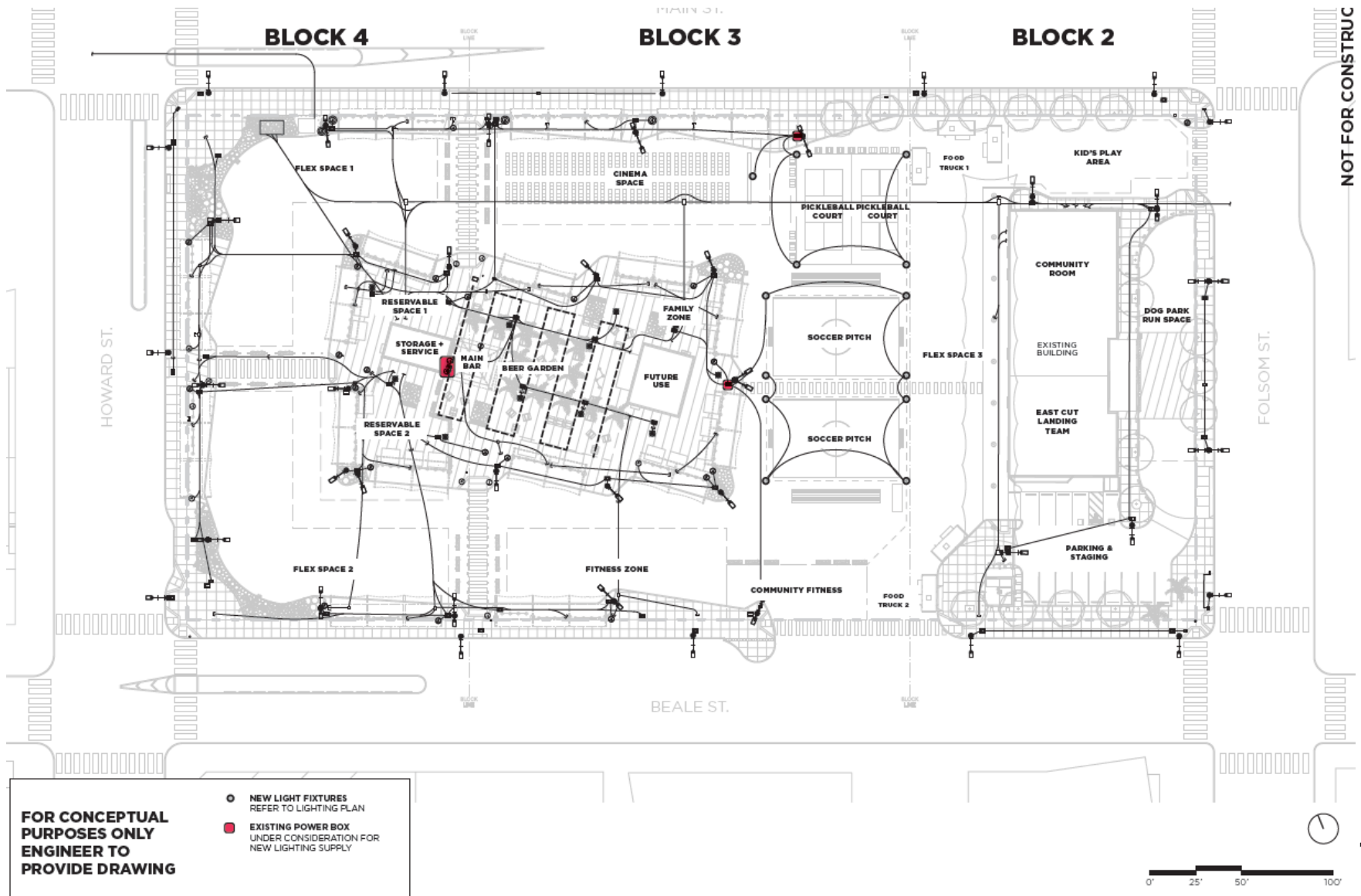
- + OUTDOOR LED: 300W
- NO GLARE
- NO LIGHT TRESPASS
- + ADJUSTABLE COLOR TEMPERATURES
- 2200K-700K TEMPERATURES
- + WATERPROOF
- + INSTALLATION HEIGHT: 11' - 0" AFF
- MOUNTED 1' - 0" ABOVE PARTITION WALLS



C OUTDOOR CINEMA

- + OUTDOOR PROJECTION OR LED (VENDOR)
- NO GLARE
- NO LIGHT TRESPASS

Site Design: Utilities



Site Design: Perspectives



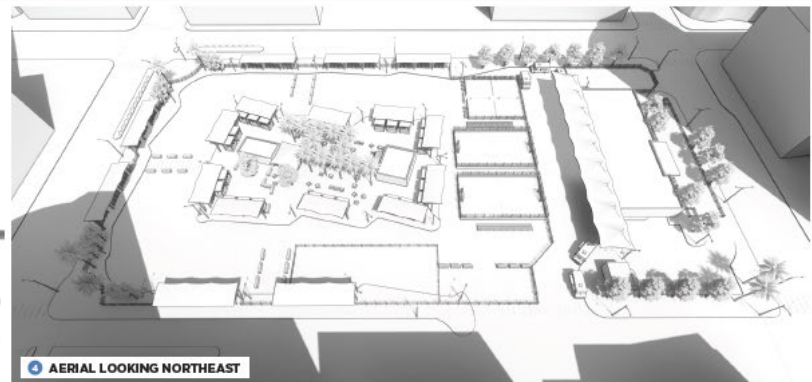
1 MAIN STREET AND HOWARD STREET



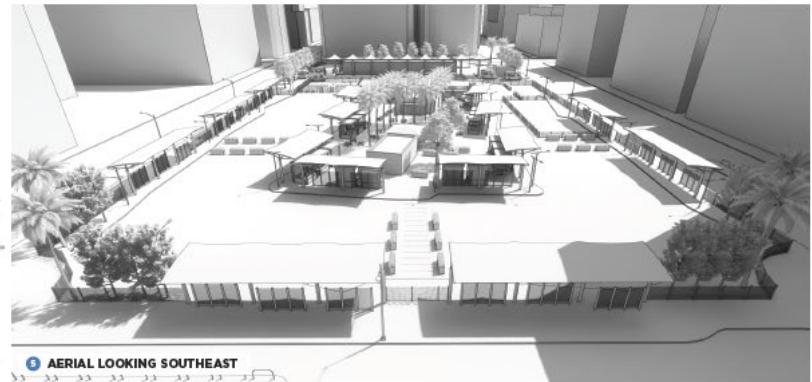
2 VIEW ON MAIN STREET LOOKING WEST



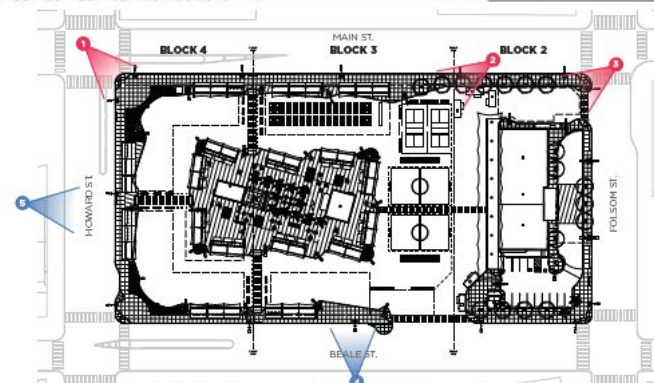
3 VIEW FROM CORNER OF MAIN AND FOLSOM LOOKING WEST



4 AERIAL LOOKING NORTHEAST



5 AERIAL LOOKING SOUTHEAST



NOT FOR CONSTRUCTION

Community Outreach

- **April 8, 2021 CAC Meeting**
 - 4 members voted in supported of PTE; 2 members abstained from voting due to East Cut CBD Board membership

ECLP Small & Local Business Outreach

- ECLP has coordinated with OCII Contract compliance staff to identify potential SBEs
- Working with Miguel Escobedo, owner of Al Pastor Papi truck, and Eclectic Cookery in BVHP to identify individual food truck operators from Project Area communities
- Prioritizing small businesses in East Cut CBD Boundary for food and retail stalls
- ECLP to continue working with OCII on formalized program of continuing outreach to prioritize business within Project Areas and of diverse ownership
- ECLP will use website to highlight opportunities for SBEs

Findings and Authorizations

- Transbay Redevelopment Plan allows the temporary use of any land in Project Area for interim uses not in conformity with the ultimate uses pending development of land.
- Design Plans show thoughtful engagement with and are complementary to and consistent with the surrounding area, subject to two conditions discussed below.
- Interim Uses are categorically exempt from further CEQA as minor alterations to land with no permanent effects on environment

Permit to Enter Terms of Agreement

- Term: Terminable at-will, but full term is contemplated through commencement of long-term construction in 2023 (approximately 1.5 years),
- Cost to OCII: None
- Management: ECLP responsible for activation, oversight of subpermittees, janitorial, security, access, maintenance, COVID-19 safety
- Compliance: ECLP to comply with OCII Indemnification, Insurance, SBE Enterprise Policies
- OCII review and enforcement authority

Tentative Activation Schedule

Timeframe	Action
June 2021	Commission approval of Permit
July 2021	Execution of Permit Beer garden Food trucks Street soccer Outdoor fitness
August 2021	Retail stalls Outdoor cinema Dog run Kids play area
August – September 2021	Farmer's market Pickleball Youth/ community services Senior outreach
Fall 2021	Seasonal events Temporary art/ interactive installations
Spring 2023	Long-term construction commencement

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Questions/Comments

*You are watching a Live meeting of the
Commission on Community
Investment and Infrastructure*

PUBLIC COMMENT CALL-IN:

Dial: 1(415) 655-0001 **Access Code:** 187 328 3329

Press #, then press # again

- Press *3 to submit your request to speak
- Wait for your line to be unmuted
- You will have 3 minutes to provide a comment

