DECADES OF ESPRIT PARK HISTORY

The park is named for the Esprit De Corp., the iconic San Francisco clothing label that transformed sportswear fashion with its colorful and casual style. In 1972, Esprit transformed the former Schilling wine cellars warehouse on Minnesota Street into their corporate headquarters. The brick building was constructed in 1906 and still stands near the park, repurposed as loft-style homes. Nearly 35 years later, that is exactly what it has become.

A 1983 San Francisco Chronicle article described the park as "an instantly welcome oasis in a predominantly industrial area." It was a place where corporate events were held, but it was also open for public recreation. For a while, the park became a rotating sculpture garden, featuring large-scale works on loan from local galleries by such artists as Mark di Suvero, Henry Moore, William Turnbull, Charles Ganoe and George Rickey. And the only grass tennis court in the city bordered the park on the north, reserved for Esprit employees.

In 2001, as the company prepared to relocate out of San Francisco, Esprit donated the greenspace to the community. The company moved on but the park remains a favorite neighborhood spot for dog-walking, exercising and enjoying a bit of green. ~ Laura Thompson, Hoodline

4 YEARS OF COMMUNITY ENGAGEMENT & PROJECT EVOLUTION

2016

10/27/2016 2017
10/27/2016 2018
10/27/2016 2019
10/27/2016 2020
10/27/2016

PERSPECTIVE RENDERINGS
OVER 4,000 UNITS ADDED WITHIN A 10 MINUTE WALK FROM ESPRIT PARK

GROWTH OF DOG Patch

DEVELOPMENT PIPELINE

Between 2005 and 2025, the number of housing units in Dogpatch could quadruple in the most aggressive scenario. As highlighted in Figure 2-15, almost every block in northern Dogpatch has projects in various stages of the entitlement or construction process. According to the most recent pipeline report*, about 3,000 housing units are expected to be built in the next 10-15 years, as shown in the chart to the right. Major development projects in the pipeline include Pier 70 (500-1500 units) and UCSF student housing (595). The Potrero Power Plant site began its planning process in 2005; although at the time of the plan preparation, the housing projection had not yet been determined.

POPULATION GROWTH PROJECTIONS

Figure 2-13. Current Development Projects*

Figure 2-14. Population Growth Projections

* Based on City of San Francisco Development Pipeline report (SF Planning). Does not yet include projects with no application on file at time of, and includes Potrero Power Plant.

** Includes developments by State Agencies such as University of San Francisco or developments on Port Property.


DEMOGRAPHIC SHIFTS

Housing development on Tennessee at 23rd Street

FIGURE 2-16. NEIGHBORHOOD DEMOGRAPHICS

SOURCE OF DATA: CENTRAL WATERFRONT PUBLIC REALM PLAN FINAL DRAFT AUGUST 2018

FIGURE 2-13. CURRENT DEVELOPMENT PROJECTS*

FIGURE 2-14. POPULATION GROWTH PROJECTIONS

* Based on City of San Francisco Development Pipeline report (SF Planning). Does not yet include projects with no application on file at time of, and includes Potrero Power Plant.

** Includes developments by State Agencies such as University of San Francisco or developments on Port Property.

Espirit Park is an urban oasis, connecting the neighborhood to nature within an urban environment. As Dogpatch transitions to a high density residential neighborhood, the park is experiencing an increased level of use by all — adults, children, and dogs.

The community and the Recreation and Park Department want to protect the future of this well-loved treasure. Together, we are committed to renovating the park in the spirit it was originally created — a multi-use meadow bordered by trees and shrubs. By focusing on the park’s overall health, resiliency, and robustness, the renovation will ensure Esprit Park weathering the increasing demands of the community.

**CENTRAL WATERFRONT PUBLIC REALM PLAN: THEMES**

The main design principle is to retain the existing urban forest feel; thereby, celebrating the original intent—of the urban oasis. Many existing programs will be intact but enhanced to some degree.

- **Honor the original design concept** established by the Esprit Corporation, while re-investing in facilities and amenities to make the park more resilient and serviceable to a growing neighborhood population.
- **Ensure sustainable long-term maintenance** by selecting resilient materials and improving drainage.
- **Refine circulation and access** into and through the park.
- **Design and implement better amenities** and infrastructure that serve priority needs at the site: passive observation of nature and picnicking; universal play (children’s playcape) and active fitness (parcourse, trail and jogging path); off-leash dog play area for a portion of the site; more ample seating, lighting, and wayfinding signage.
- **Clarify areas of the park** for different user groups, including children, adult fitness community, off-leash dog walkers and others.

**QUESTIONS FOR YOU...**

As the Dogpatch continues to grow and evolve, its existing open spaces will have to handle an increasingly large and diverse population. Here are three key questions we have for the community:

1. **Where should picnic and gathering areas be located?** Should they be concentrated or dispersed?
2. **Where should adult exercise and children’s playscapes be located?** Should they be together or separated?
3. **Should the park include on-leash dog space?** Off-leash dog space? Space where no dogs are allowed? What combination and configuration of these options would best serve the community?

**EXISTING USE PATTERNS SURVEY**

- **Online Survey:** From October 2016 to February 2017
- **On-site Survey:** From December 2016 to January 2017

Since the intent of the re-design isn’t merely to serve existing users, a survey was conducted to understand current trends and to better serve multi-use needs and potential user needs. The results are summarized in the following sections.

**ESPRIT PARK: VISION STATEMENT & GOALS**

**ESTABLISHED GOALS:**

- **Keep Green & Natural Feel!**
- **Renew Walking Paths!**
- **Manage Water Use & Drainage!**
- **Improve Lighting!**
- **Meet ADA Standards!**
- **Provide Active Recreation!**
- **Establish Resilient and Maintainable Materials!**

**QUESTIONS REMAINING:**

**WHERE SHOULD PICNIC AND GATHERING AREAS BE LOCATED?**

**WHERE SHOULD THE EXERCISE AND CHILDREN’S PLAYSCAPES BE LOCATED?**

**HOW SHOULD DOG USE BE BALANCED WITH OTHER USERS?**

**ESPRIT COMMUNITY ADVISORY GROUP (ECAG)**

**A.13** Better Signage and Legibility at Entry Points
**A.14** Urban Trails for Strolling and Jogging
**227** Designated off-leash Dog Play Area
**500** Water Fountains
**1,332** Total Requests for:

**ESP RIT PARK: ACTIVITIES**

- **FIGURE A-87.** People walking & exercising
- **FIGURE A-88.** Children and dogs
- **FIGURE A-89.** Play areas

**ESPRIT PARK: SURVEY RESPONDENTS**

- **469 RESPONDENTS**
- **90%** Considerated the park a safe place
- **82%** Considered the park a pleasant place

**ESPRIT PARK: RESPONDENTS BY HOME ZIP CODE**

<table>
<thead>
<tr>
<th>Zip Code</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>94107</td>
<td>2%</td>
</tr>
<tr>
<td>94110</td>
<td>3%</td>
</tr>
<tr>
<td>94114</td>
<td>2%</td>
</tr>
<tr>
<td>94131</td>
<td>2%</td>
</tr>
<tr>
<td>94105</td>
<td>3%</td>
</tr>
<tr>
<td>94102</td>
<td>1%</td>
</tr>
</tbody>
</table>

**ESTABLISHED GOALS:**

- **Keep Green & Natural Feel!**
- **Renew Walking Paths!**
- **Manage Water Use & Drainage!**
- **Improve Lighting!**
- **Meet ADA Standards!**
- **Provide Active Recreation!**
- **Establish Resilient and Maintainable Materials!**

**EXISTING USE PATTERNS SURVEY**

- **Online Survey:** From October 2016 to February 2017
- **On-site Survey:** From December 2016 to January 2017

Since the intent of the re-design isn’t merely to serve existing users, a survey was conducted to understand current trends and to better serve multi-use needs and potential user needs. The results are summarized in the following sections.

**QUESTIONS FOR YOU...**

As the Dogpatch continues to grow and evolve, its existing open spaces will have to handle an increasingly large and diverse population. Here are three key questions we have for the community:

1. **Where should picnic and gathering areas be located?** Should they be concentrated or dispersed?
2. **Where should adult exercise and children’s playscapes be located?** Should they be together or separated?
3. **Should the park include on-leash dog space?** Off-leash dog space? Space where no dogs are allowed? What combination and configuration of these options would best serve the community?

**EXISTING USE PATTERNS SURVEY**

- **Online Survey:** From October 2016 to February 2017
- **On-site Survey:** From December 2016 to January 2017

Since the intent of the re-design isn’t merely to serve existing users, a survey was conducted to understand current trends and to better serve multi-use needs and potential user needs. The results are summarized in the following sections.

**QUESTIONS FOR YOU...**

As the Dogpatch continues to grow and evolve, its existing open spaces will have to handle an increasingly large and diverse population. Here are three key questions we have for the community:

1. **Where should picnic and gathering areas be located?** Should they be concentrated or dispersed?
2. **Where should adult exercise and children’s playscapes be located?** Should they be together or separated?
3. **Should the park include on-leash dog space?** Off-leash dog space? Space where no dogs are allowed? What combination and configuration of these options would best serve the community?

**EXISTING USE PATTERNS SURVEY**

- **Online Survey:** From October 2016 to February 2017
- **On-site Survey:** From December 2016 to January 2017

Since the intent of the re-design isn’t merely to serve existing users, a survey was conducted to understand current trends and to better serve multi-use needs and potential user needs. The results are summarized in the following sections.

**QUESTIONS FOR YOU...**

As the Dogpatch continues to grow and evolve, its existing open spaces will have to handle an increasingly large and diverse population. Here are three key questions we have for the community:

1. **Where should picnic and gathering areas be located?** Should they be concentrated or dispersed?
2. **Where should adult exercise and children’s playscapes be located?** Should they be together or separated?
3. **Should the park include on-leash dog space?** Off-leash dog space? Space where no dogs are allowed? What combination and configuration of these options would best serve the community?
TABLE AND SEATING LAYOUT OPTIONS

- PICNIC TABLE - INDIVIDUAL
- PICNIC AREA - 2+

EXISTING CONDITIONS

UNIFORM DISTRIBUTION

STREET ENGAGEMENT

GROUP SIDE | INDIVIDUAL SIDE
ESPRIT PARK - ACTIVITY NODES

ACTIVITY NODE LAYOUT OPTIONS

- ACTIVITY NODE
- WORKOUT NODE
- COMBINED NODE

EXISTING CONDITIONS
ESPRIT PARK - USE DIAGRAMS

BALANCING DOG USE IN THE PARK

EXISTING CONDITIONS