

COMMUNITY ENGAGEMENT FOR ESPRIT CONCEPT PARK DESIGN

The history of Esprit Park warranted a series of in-depth conversations with user groups

to better comprehend its needs and mold its vision for the future. The following section outlines the process of the community’s engagement in chronological order, and how the conversations with the community shaped the design of the future Esprit Park. The community engagement process involved

two rounds of public workshops, a series of focus group meetings, online and off-line surveys, several rounds of reviews with the Dogpatch Neighborhood Association’s design and development review committee, accompanied by on-going discussions with key stakeholders.

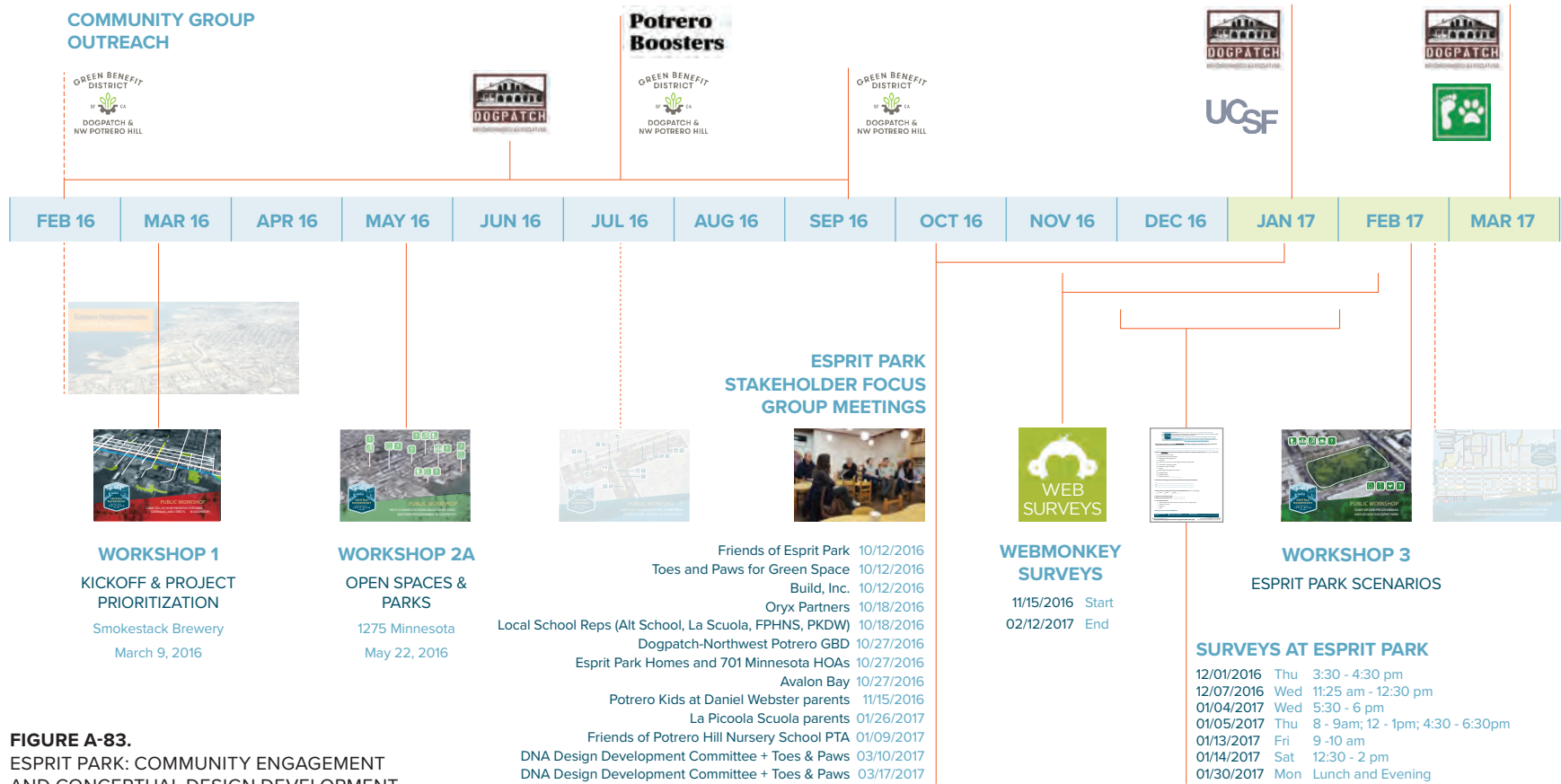


FIGURE A-83. ESPRIT PARK: COMMUNITY ENGAGEMENT AND CONCEPTUAL DESIGN DEVELOPMENT

Workshop #2A

At Workshop 2A, the community met for the first time to discuss Esprit Park’s future after its selection as a priority project. The project team presented opportunities and challenges regarding Esprit Park along with potential programming scenarios for feedback.

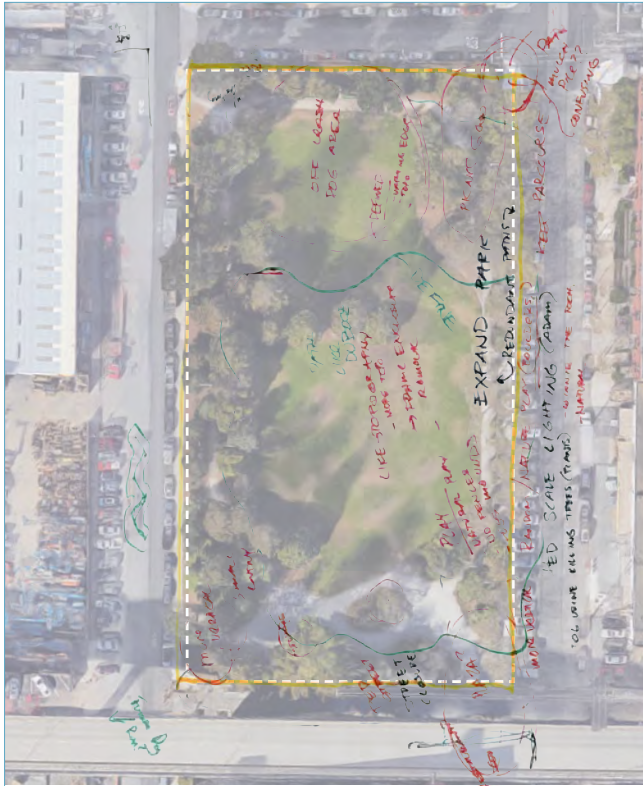
During the small group discussion, participants gathered at the Esprit Park table and shared their concerns and visions. Many participants expressed the need to improve current conditions regarding drainage, declining trees conditions, and unregulated off-leash dog play areas.

While participants did not reach a consensus on potential design and programming for future Esprit Park, the majority agreed that the urban forest feel should be preserved and that current issues involving drainage and vegetation should be addressed as a priority. Many were concerned that the present conditions would only worsen with increased use caused by the rapidly growing population.

Because of its central location and its unique character as the neighborhood’s only green space, many people emphasized a variety of “community friendly” programming needs, including upgrades to the existing fitness equipment and passive green meadow with picnic tables, an official dog play area and a universal play area. Opinions varied on



Potential scenarios presented at Workshop #2A



Marked up map from the small group discussion at Workshop #2A

whether there should be a designated off-leash dog play area or not.

At the end of the workshop, the small group created a mark-up map showing their vision for future Esprit Park with several pending questions raised.

Focus Groups

**Esprit Park Focus Group Meetings
October 2016 to January 2017**

The project team conducted focus group meetings to solicit more in-depth information on Esprit Park’s users, challenges, and opportunities, and to hear from each stakeholder group about their priorities and vision for the park.

Focus groups were formed based on information collected at Workshop 2 and on suggestions from the neighborhood organizations including Toes and Paws for Green Space, Dogpatch Neighborhood Association, and Dogpatch and NW Potrero Green Benefit District.

The following graphic summarizes the most commonly discussed ideas, concerns,

and issues at the focus group meetings. For more detailed meeting notes, see http://default.sfplanning.org/Citywide/Dogpatch_CtrWaterfront/EPFG_Meeting_Notes_All_2017.01.20.pdf

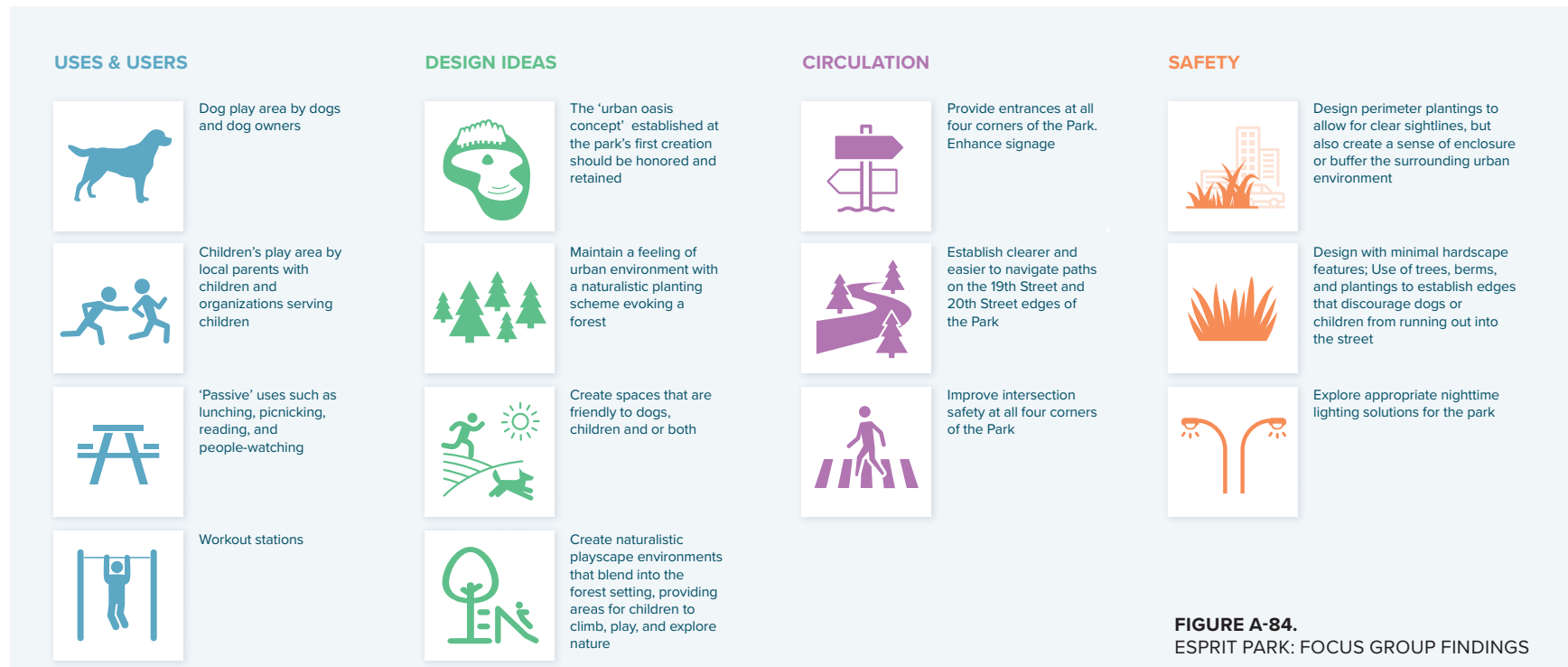


FIGURE A-84.
ESPRIT PARK: FOCUS GROUP FINDINGS

EXISTING USE PATTERNS SURVEY

Online Survey: From October 2016 to February 2017

On-site Surveys: 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 assess both existing and potential users' needs. The results are summarized in the following section.

Respondents

Of the total of 469 respondents, 77% responded that they use Esprit Park.

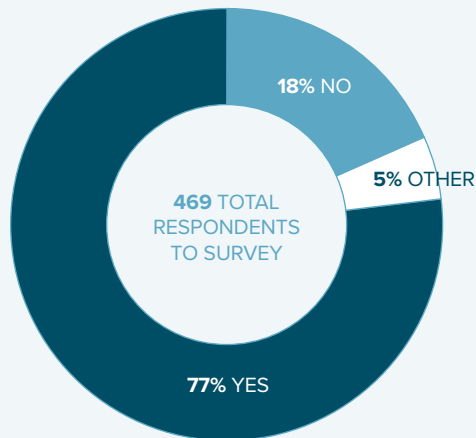


FIGURE A-85.
ESPRIT PARK: SURVEY RESPONDENTS

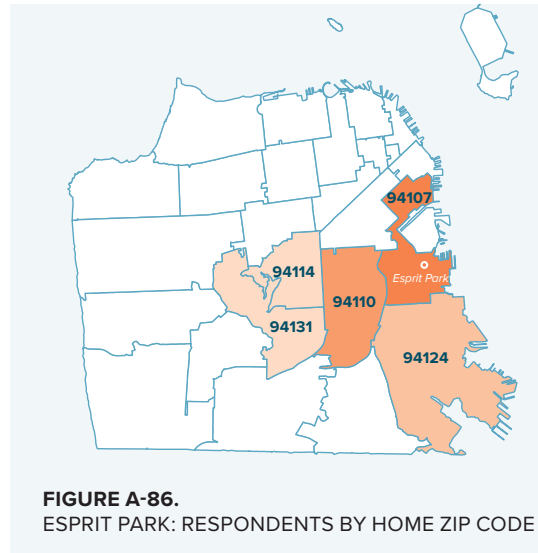


FIGURE A-86.
ESPRIT PARK: RESPONDENTS BY HOME ZIP CODE

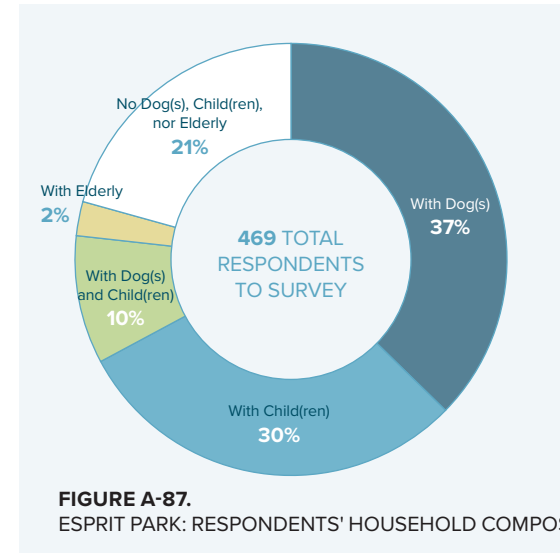


FIGURE A-87.
ESPRIT PARK: RESPONDENTS' HOUSEHOLD COMPOSITION

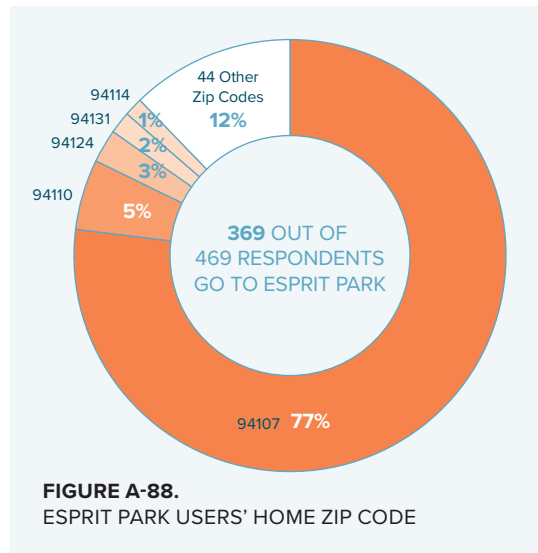


FIGURE A-88.
ESPRIT PARK USERS' HOME ZIP CODE

What do park users do THERE?

Many responded that they walk and/or play with their dogs.

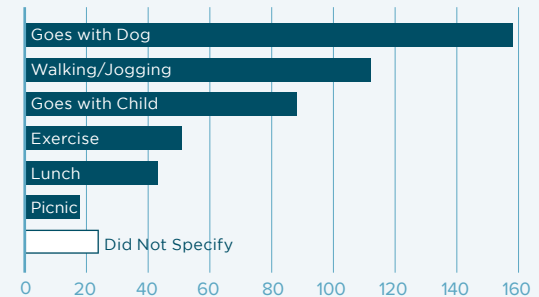


FIGURE A-89.
ESPRIT PARK: ACTIVITIES

Park Use Patterns

FIGURE A-93. ESPRIT PARK: FREQUENCY OF USE

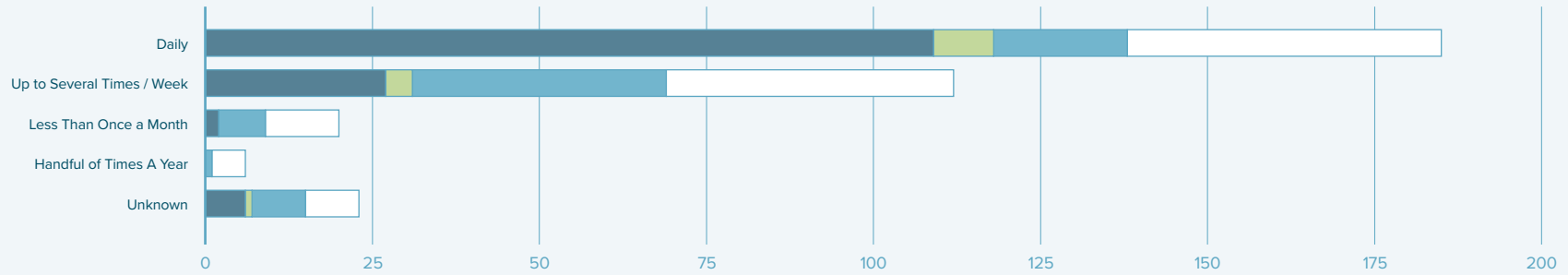


FIGURE A-94. ESPRIT PARK: TIMES OF DAY MOST USED, AND BY WHOM

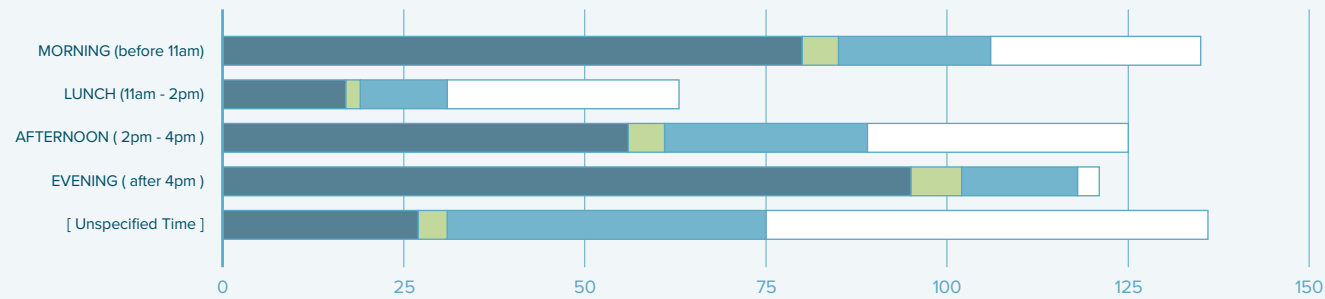
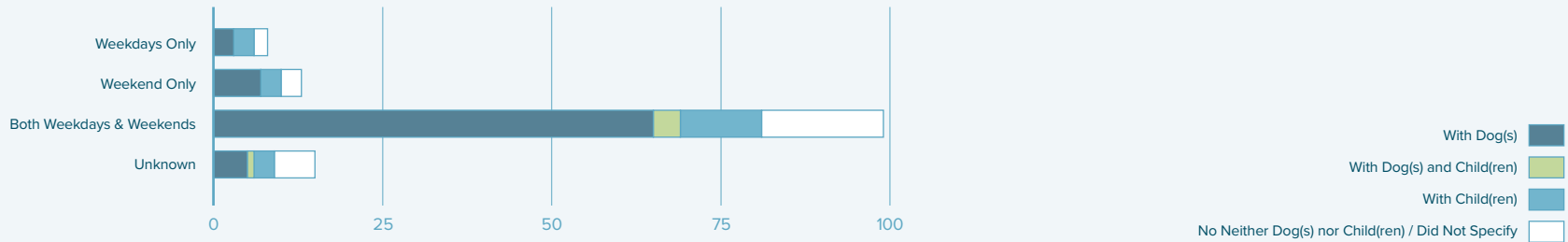


FIGURE A-95. ESPRIT PARK: WEEKDAY VS. WEEKEND USERS



With Dog(s) [Dark Blue]
 With Dog(s) and Child(ren) [Olive Green]
 With Child(ren) [Light Blue]
 No Neither Dog(s) nor Child(ren) / Did Not Specify [White]

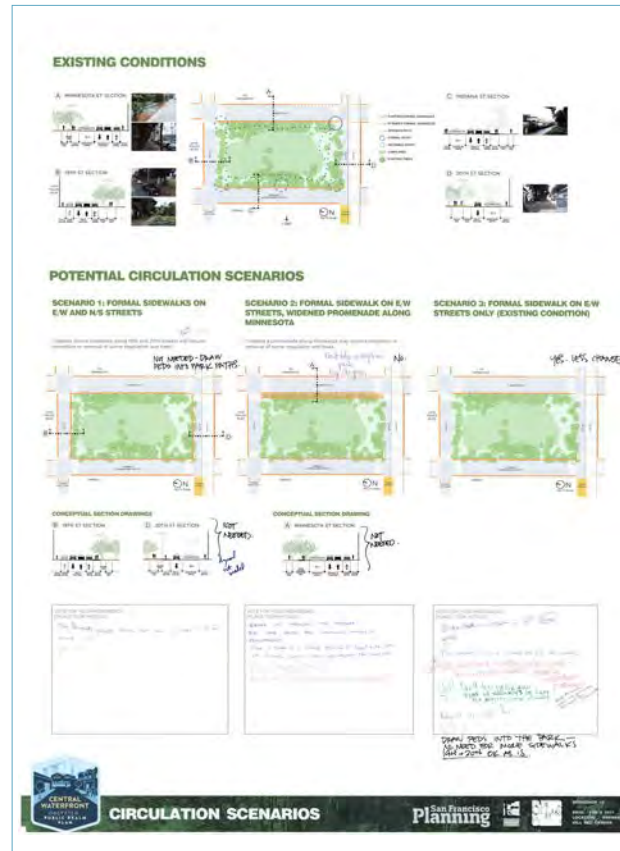
WORKSHOP #3: ESPRIT PARK SCENARIOS

Based on the input received, the project team created design alternatives and presented them at the third workshop on February 8, 2017. The design recommendations were broken into four different categories – programming, edge treatment, circulation, and vegetation. While looking at the park holistically is the ultimate goal, breaking down areas of concern into four domains helped the community comprehend issues and prioritize improvements. Participants provided feedback on the proposed alternatives either verbally or via mark ups on the boards.

At the beginning of the workshop, an overview on the project as well as the history of Esprit Park was presented. Drew Detsch, the original landscape architect for the park, came to the workshop to present the intent of the original park design.

This workshop also specially allocated time for public forum (speech). Participants signed up for a 2-minute speech to express their concerns, preferences, or vision for the park. This venue allowed participants to vocalize their ideas and communicate with people who might have different opinions and priorities.

Based on written and verbal comments, the project team was able to move forward to the next stage – design recommendations.



Circulation scenarios presented at Workshop #3



Programming palettes presented at Workshop #3

Dogpatch Neighborhood Association Design Review

Based on input from focus groups, surveys, and Workshop #3, the project team put together a set of design recommendations for the Dogpatch Neighborhood Association (DNA) design and development committee review. As a neighborhood association, DNA oversees the design of developments in Dogpatch. Therefore, it was suggested that the project team go through DNA's review process like any other development projects coming to Dogpatch. The design and development committee and a few stakeholders joined the review meetings. Part of the review process was also to confirm a range of proposed improvements to be included in the cost estimate for future funding purposes. DNA provided comments on the overall design as well as on items to be included in the cost estimate.

Community Endorsement And Post Plan Adoption

The design development process for Esprit Park constantly engaged and communicated with a range of stakeholders. Representatives from Dogpatch's active neighborhood organizations, including DNA, GBD, and Toes and Paws for Green Space, all took part in the design development effort. The design recommendations included in this plan are a result of the close, lengthy collaboration between City agencies and the community. Although not all of the delicate conversations were documented here, DNA, GBD, and Toes and Paws for Green Space issued a letter of endorsement as proof of the community taking the ownership of the recommended design. The collaborative team work helped to secure enough funding for Recreation and Parks, the City agency with jurisdiction over Esprit Park, to embark on the implementation of the recommended design. To maintain the momentum, RPD formed a project team that is scoping out the project and establishing the timetable for the Esprit Park renovation project concurrently while this Public Realm Plan is being finalized. Meanwhile, the PRP team is working with RPD to complete a civil survey, which is the very next step prior to detailed design and engineering. Key stakeholders will continue to be engaged in the detailed design and implementation phases.