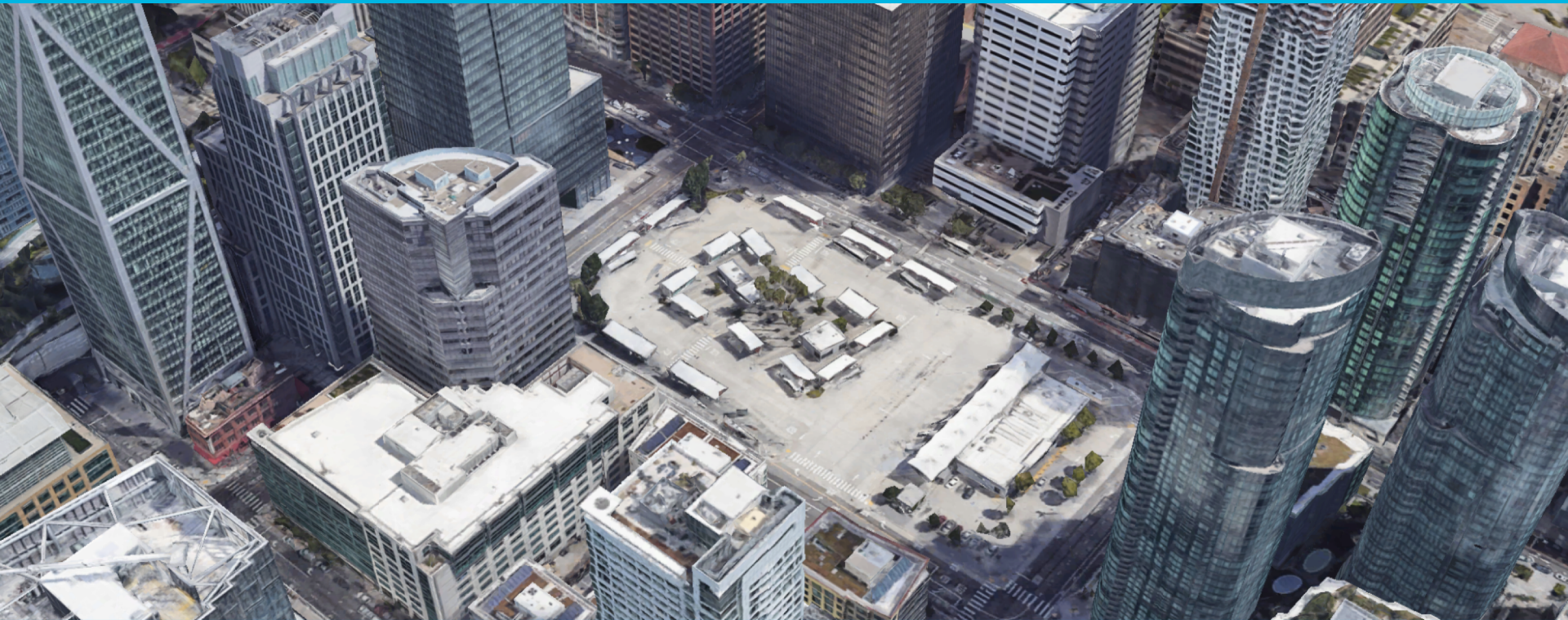
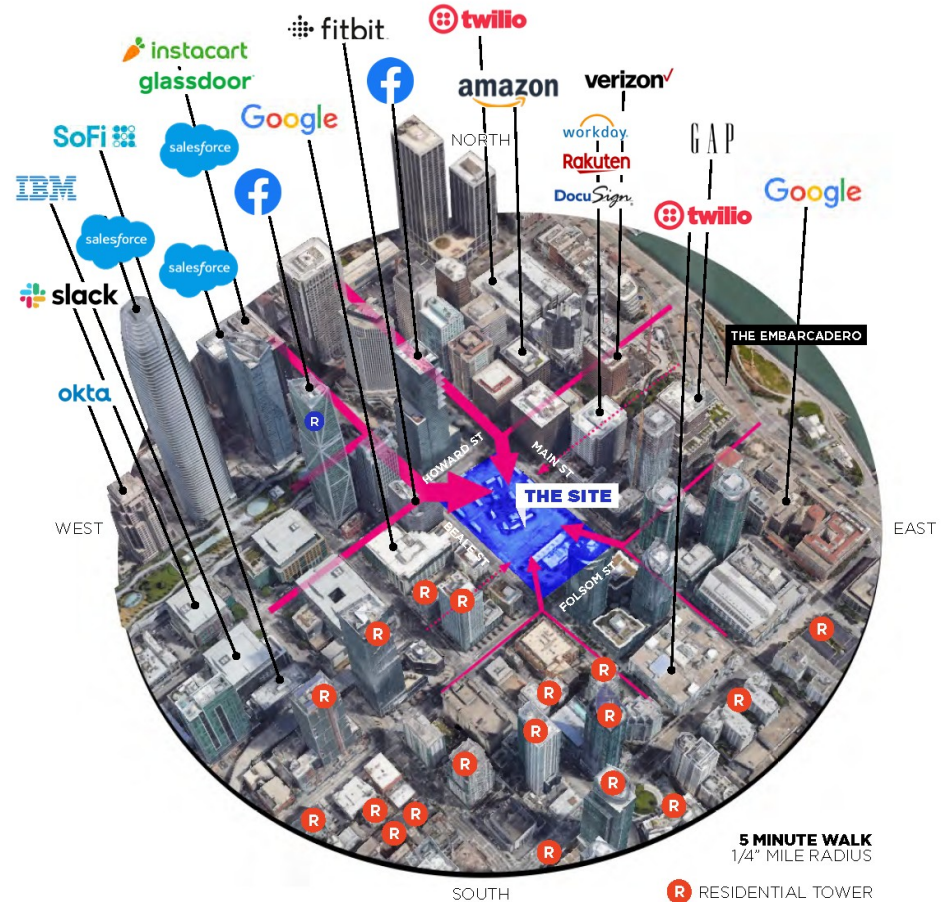


INTERIM ACTIVATION of FORMER TRANSBAY TEMPORARY TERMINAL



SITE OVERVIEW

- Prime 3.5 acre vacant lot
- Deep and wide support by community to activate site
- City's densest neighborhood with concentration of national and global company headquarters
- 80,000 workers / 15,000 residents



The Crossing at East Cut – a Community Activation



THE CROSSING

AT EAST CUT

URBAN ACTIVATION AT THE FORMER SAN FRANCISCO
TEMPORARY TRANSBAY TERMINAL SITE

OVERVIEW: VISION

The Crossing Objectives

1. Provide broad and diverse benefits to be enjoyed by all members of the community
2. Promote positive social interactions
3. Develop programming that creates tangible opportunities for play, exploration, relaxation and direct engagements
4. Offer amenities that may not be readily available in the neighborhood
5. Create opportunities for hyper-local businesses and entrepreneurs impacted by COVID
6. Serve as an incubator for potential programming concepts in the permanent park planned for this location or other sites slated for open space / parks

PROGRAMMING STRATEGY

- Activations and uses informed by community surveys & feedback
- Curate site by grouping similar & synergistic zones
- F&B / Retail – hyperlocal outreach

The Crossing at East Cut – a Community Activation



COMMUNITY FEEDBACK

The East Cut CBD, in partnership with District 6 Supervisor Matt Haney's office, conducted a survey asking for input from the community on uses for the Temporary Transbay Terminal site.

Top responses included:

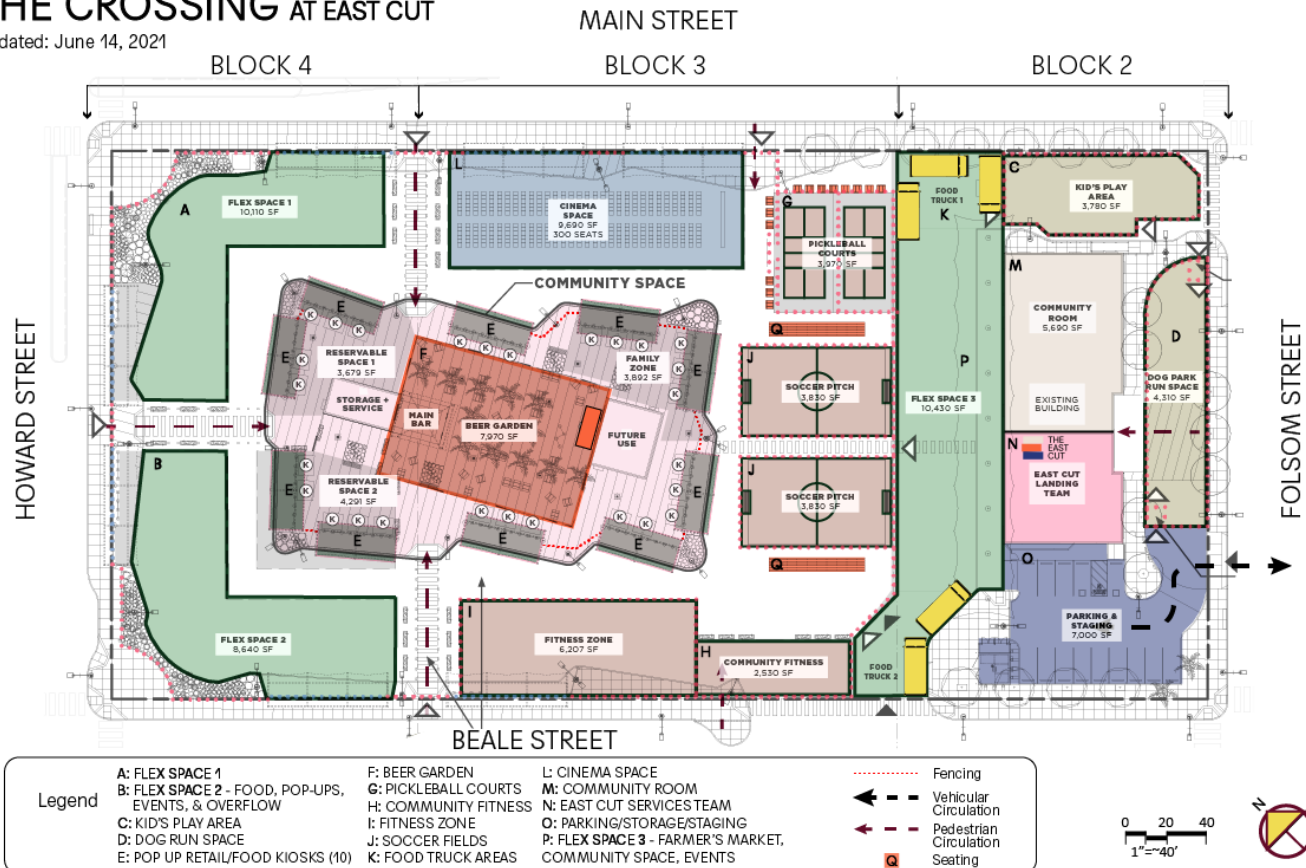
- Outdoor food and drink options
- A farmers' market
- Outdoor retail, focused on local retailers
- Recreation opportunities



PROGRAMMING: PHASE I

THE CROSSING AT EAST CUT

Updated: June 14, 2021



The Crossing at East Cut – a Community Activation

PROJECT DETAILS

NEIGHBORHOOD BEER GARDEN



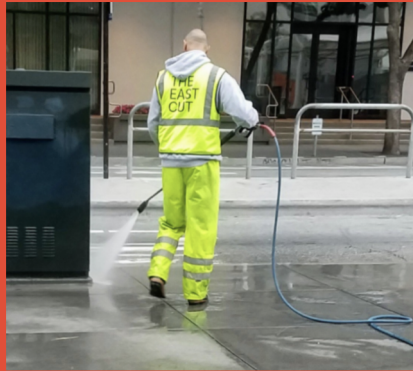
- San Francisco's Monarch Beverage will operate the beer garden
- Will act as the "hub" for events on site daily
- Structures and seating will be custom-built with overall site aesthetic in mind.

Street Soccer USA



- Over 10 years delivering free programs to under-served youth and adults
- Provide safe places to play sports with a youth development curriculum
- Event Management and Facility Experience - Times Square Cup, I PLAY FOR SF league, Civic Center and Union Square

THE EAST CUT CBD



- A constant presence in the community
- A track record of responding to community input
- Improves resident, worker & visitor quality of life
- Advocates for local businesses
- Will move services team into 200 Folsom Street

COMMUNITY SPACE



- Dedicated space for community meetings & gatherings
- Utilize for programming that serves the community like after-school / summer camps and Senior services
- Other ad-hoc needs

FLEX SPACE



- Accommodate demand from local merchants
- Increase popular programming
- Add new activations

PICKLEBALL



- Pickleball is the fastest growing sport in the US with growth of 650% in 6 years.
- It is affordable, easy to learn, communal and fun
- It is extremely popular with all age groups
- At half the space of a tennis court it is often a more optimal use of space

SITE CURATION

THE CROSSING AT EAST CUT

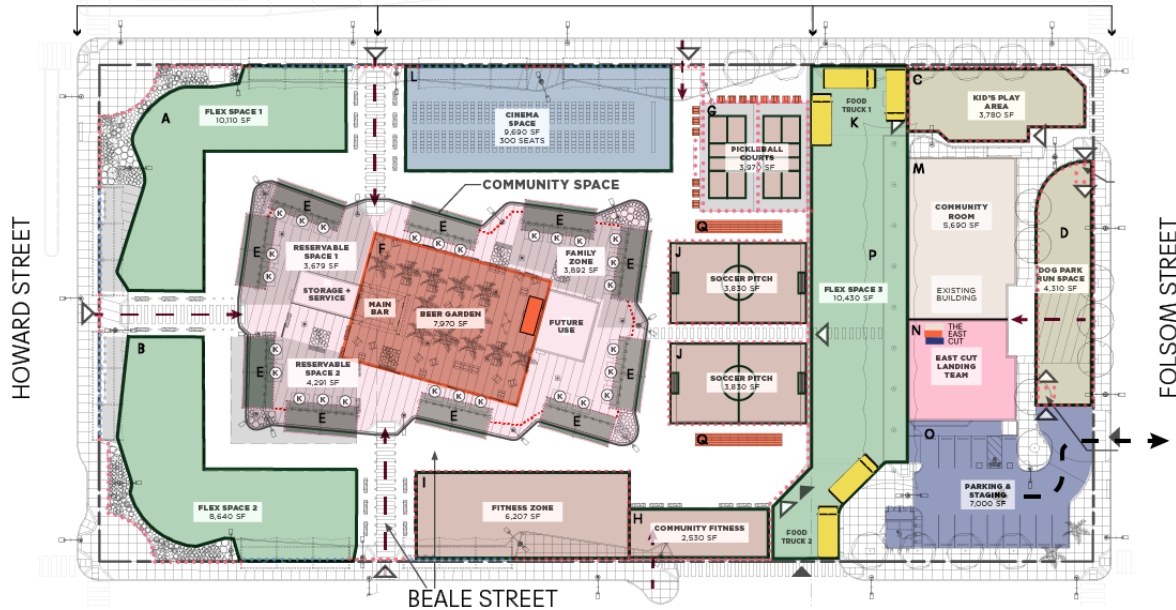
Updated: June 14, 2021

MAIN STREET

BLOCK 4

BLOCK 3

BLOCK 2



Legend

- | | | |
|---|----------------------|--|
| A: FLEX SPACE 1 | F: BEER GARDEN | L: CINEMA SPACE |
| B: FLEX SPACE 2 - FOOD, POP-UPS, EVENTS, & OVERFLOW | G: PICKLEBALL COURTS | M: COMMUNITY ROOM |
| C: KID'S PLAY AREA | H: COMMUNITY FITNESS | N: EAST CUT SERVICES TEAM |
| D: DOG RUN SPACE | I: FITNESS ZONE | O: PARKING/STORAGE/STAGING |
| E: POP UP RETAIL/FOOD KIOSKS (10) | J: SOCCER FIELDS | P: FLEX SPACE 3 - FARMER'S MARKET, COMMUNITY SPACE, EVENTS |
| | K: FOOD TRUCK AREAS | |

- | | |
|-------|------------------------|
| ----- | Fencing |
| ← | Vehicular Circulation |
| → | Pedestrian Circulation |
| ⊙ | Seating |

0 20 40
1"=40'



Intentional design that contemplates:

- Grouping of similar activities
- Developing a sense of place
- Safety
- Logistics

QUESTIONS?