

THIS PRINT COVERS CALENDAR ITEM NO. : 10.6

**SAN FRANCISCO
MUNICIPAL TRANSPORTATION AGENCY**

DIVISION: Capital Programs & Construction

BRIEF DESCRIPTION:

Naming the public plaza adjacent to the Phelan Loop as Unity Plaza.

SUMMARY:

- Construction of a public plaza adjacent to the reconfigured Phelan Loop is a key recommendation of the Balboa Park Station Area Plan, adopted in 2008.
- The plaza will provide a pedestrian open space connection between Ocean Avenue and the Phelan Loop, and be suitable for community events such as farmers markets, fairs, and concerts. It will also front on the affordable housing project that is being constructed at the west end of the plaza.
- Beginning on September 1, 2013, the SFMTA held a contest to name the plaza, and received 92 entries from the public.
- On November 14, 2013, a subcommittee of the Plaza Advisory Committee, reconstituted as the Plaza Naming Committee, reviewed the entries and recommended that the SFMTA name the plaza "Unity Plaza".

ENCLOSURES:

1. SFMTAB Resolution
2. Plaza Naming Public Solicitation

APPROVALS:

DATE

DIRECTOR _____

4/28/14

SECRETARY _____

4/28/14

ASSIGNED SFMTAB CALENDAR DATE: May 6, 2014

PAGE 2.

PURPOSE

The purpose of this calendar item is to name the public plaza adjacent to the Phelan Loop “Unity Plaza”.

GOAL

The new plaza and name would assist in the implementation of the following goals, objectives and initiatives in the SFMTA Strategic Plan:

Goal 3: Improve the environment and quality of life in San Francisco

Objective 3.2 Increase the transportation system’s positive impact to the economy.

Objective 3.3 Allocate capital resources effectively.

DESCRIPTION

Background

Construction of a public plaza adjacent to the reconfigured Phelan Loop is a key recommendation of the Balboa Park Station Area Plan, adopted in 2008. That Plan was the result of a broadly based 10-year Better Neighborhoods Planning process that involved significant community and stakeholder input.

The plaza will be a 65 foot by 210 foot public open space, with mostly hard scape pavers, “a row of trees, benches, planters, a domed play element and art expressed within the paving pattern. The plaza will create a much needed pedestrian link between the K-line stops on Ocean Avenue on its south, the Phelan Loop on its east, City College on its north, and a mixed use/ affordable housing development on its west. The front door of the housing development will lead directly to the plaza. The plaza will also serve as the location for a possible farmers market and a venue for community events, such as fairs and concerts.

Construction of the plaza will begin in early 2015, as it will be last in a sequence of three closely related projects being built on the prior Phelan Loop parcel (the reconfigured loop, the affordable housing project, and the plaza). The City-owned plaza will be under SFMTA jurisdiction. SFMTA has secured funding to design and construct the plaza through Transportation for Livable Communities (TLC) grant, along with matching funds from the proceeds of the transfer of a portion of the prior Phelan Loop to the Mayor’s Office of Housing for the housing development parcel. The expected budget for the plaza project is \$1.8 million.

Naming the Plaza

As the plaza is of particular importance to the community, staff convened a Plaza Advisory Committee made up of representatives of local neighborhood organizations and other stakeholders, whose purpose was to advise the City on the design and functions of the plaza. During the first few meetings of that Committee, the question of the plaza name became one of the focuses of discussion. While several ideas for a name were suggested, there was no

PAGE 3.

consensus, except that the name should not include Phelan, as Mayor Phelan is a controversial figure to parts of the community. Staff then recommended, and the Advisory Committee agreed, that there should be a fair and open public contest to name the plaza.

Staff launched the contest to name the plaza on September 2, 2013, with ads in local newspapers, notifications to lists of interested citizens who had attended public meetings, and through organizational mailing lists. Before the contest closed on October 15, 2013, staff received 92 name suggestions through the SFMTA website page for the plaza, and via U.S. mail. Staff then screened these suggestions for duplications and to confirm that the suggested name met at least one of the criteria outlined in the contest solicitation. After the screening, 63 unique names were deemed to have met one of the criteria.

On November 14, 2013, staff forwarded the 63 names to a seven-member subcommittee of the Plaza Advisory Committee, the "Plaza Naming Committee." Through a three-part process over two and a half hours, the Plaza Naming Committee recommended that the SFMTA Board name the plaza "Unity Plaza".

The City Attorney has reviewed this report.

ALTERNATIVES CONSIDERED

Staff could have recommended a name for the SFMTA Board's consideration however, staff felt that an open public process was more appropriate, and would increase interest and involvement in the project.

FUNDING IMPACT

None

OTHER APPROVALS RECEIVED OR STILL REQUIRED

No other approvals are required.

RECOMMENDATION

Staff recommends that the SFMTA Board of Directors name the open public space adjacent to the Phelan Loop "Unity Plaza".

SAN FRANCISCO
MUNICIPAL TRANSPORTATION AGENCY
BOARD OF DIRECTORS

RESOLUTION No. _____

WHEREAS, Construction of a public plaza adjacent to the reconfigured Phelan Loop is a key recommendation of the Balboa Park Station Area Plan, adopted in 2008; and,

WHEREAS, The plaza will provide a pedestrian open space connection between Ocean Ave. and the Phelan Loop, be suitable for community events such as farmers markets, fairs, and concerts, and front on the Phelan Loop affordable housing project that is being constructed at the west end of the plaza; and,

WHEREAS, SFMTA convened a Phelan Advisory Committee to receive public input on the design and functions of the plaza; the Committee discussed naming the plaza and agreed to launch a plaza-naming contest; and,

WHEREAS, After receiving 92 entries in response to the contest, the Plaza Naming Committee, a subcommittee of the Phelan Advisory Committee, recommended that the SFMTA Board name the plaza “Unity Plaza;” now, therefore, be it

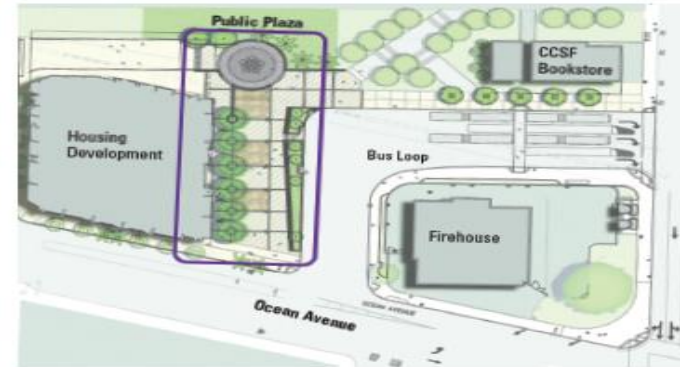
RESOLVED, That SFMTA Board of Directors names the public plaza adjacent to the Phelan Loop as Unity Plaza.

I certify that the foregoing resolution was adopted by the San Francisco Municipal Transportation Agency Board of Directors at its meeting of May 6, 2014.

Secretary to the Board of Directors
San Francisco Municipal Transportation Agency

Help Name a New San Francisco Public Plaza

Here's Your Opportunity to Make History in the Community!



A new public plaza will be built near Ocean and Phelan avenues.

The plaza will serve as a hub connecting businesses, residents, schools and Muni, and serve as a place for community events such as street fairs and farmers' markets. This will provide a safer and more convenient pedestrian passage between the Ocean Avenue small business corridor, Muni routes 8X/8BX, 29, 43, 49, and nearby K Ingleside line, and the City College Campus.

A contest is underway to select the name of the future public plaza in the community. Entries are being accepted from September 1 until October 15. Visit www.sfmta.com/phelan to participate and for complete details and criteria.

Request a mail-in entry by calling 415.701.4790.

SUBMIT YOUR PLAZA NAME TODAY!

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