

An aerial photograph of a densely populated urban area, likely San Francisco, showing a mix of residential and commercial buildings. The image is slightly faded, and the text 'THE OCTAVIA PROJECT' is overlaid in the center in a large, white, sans-serif font.

THE OCTAVIA PROJECT

AGENDA

MOCAC MEETING JUNE 21ST

THE OCTAVIA PROJECT

Name + “Friends of” Group

Project Framing

Project Schedule

Engagement Process and Updates

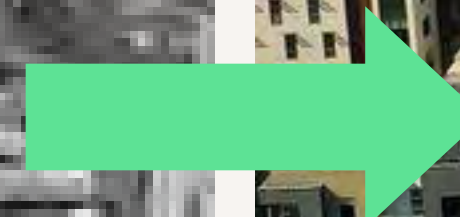
Oral History Project

Next Steps

Comments

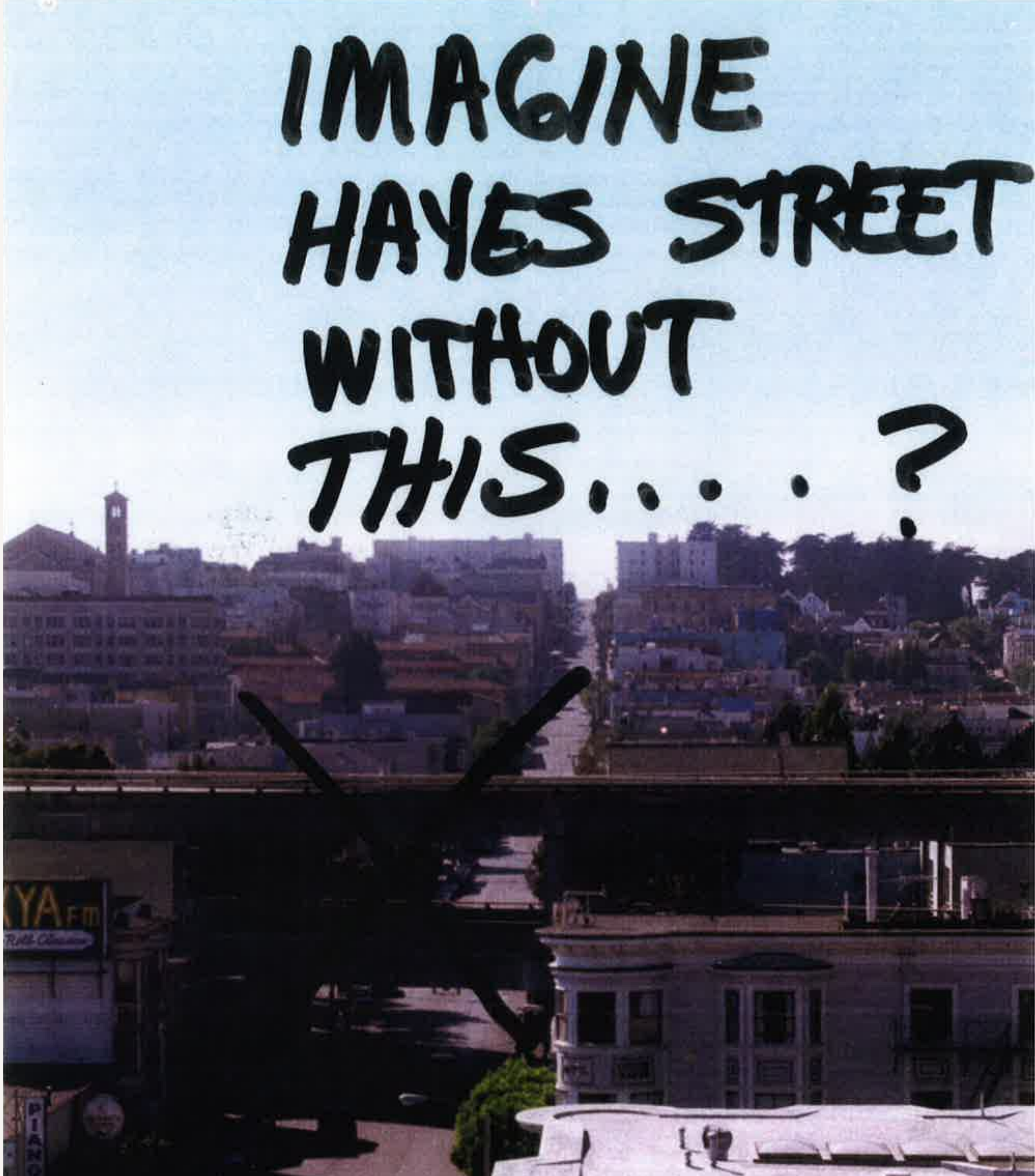


Market Octavia Historic Commemorative Project



THE OCTAVIA PROJECT

[OCTAVIA PROJECT ALLIANCE]



IMAGINE
HAYES STREET
WITHOUT
THIS...?

THE OCTAVIA PROJECT

OCTAVIA PROJECT ALLIANCE

LEADERSHIP TEAM TO DATE*

JENNIFER LASKA

Executive Director

LLOYD SILVERSTEIN

Fundraising Lead

BARBARA THOMPSON

Outreach Lead

BEN ZOTTO

Project Advisor

*project advisory positions available

THE OCTAVIA PROJECT

PROJECT TEAM : strategic advisor + fiscal sponsor



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THE OCTAVIA PROJECT

PROJECT TEAM : Design

ENVELOPE

ARCHITECTURE AND DESIGN

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MARK BAUGH-SASAKI

sculpture + installation artist

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ALLYSON FEENEY

creative project director

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THE OCTAVIA PROJECT

COMMUNITY PRIORITIES

*as defined in the project RFP brief

Envision what “ordinary people doing extraordinary things” looks like in a permanent installation

Emphasize the community’s efforts to emerge from the shadow of the freeway through ongoing activism in civil rights and the arts

Empower future generations to unite for the common good



THE OCTAVIA PROJECT

DESIGN GOALS

*as defined in the final competition proposal

- 1 To champion the acts of everyday people working to make the city and the neighborhood a more livable and equitable place.
- 2 To capture and celebrate the story of a community coming together to fight for the removal of the freeway
- 3 To envision an inclusive process for gathering the diverse stories and layered history of this place.
- 4 To extend the vision of those who fought to take down the freeway and further the goals of the Market-Octavia Plan by creating a more pedestrian centric boulevard.
- 5 To cut across jurisdictional boundaries with the goal of creating a cohesive and inspirational set of public plazas across Octavia Boulevard.
- 6 To design a joyful, open, community centered environment that is as lovely as it is durable.

CITY AGENCY COORDINATION

MANAGING DEPARTMENTS + ROLES

SF Planning Department

overarching managing body for design review, permitting

SF County Transit Authority (SFCTA) + Caltrans

congestion, access and safety related to freeways and transportation planning

SF Municipal Transit Authority (SFMTA)

traffic overlay responsibility for transit, pedestrians, bicycles and vehicles

SF Arts Commission

approves, manages and funds public art projects

SF Department of Public Works (SFDPW)

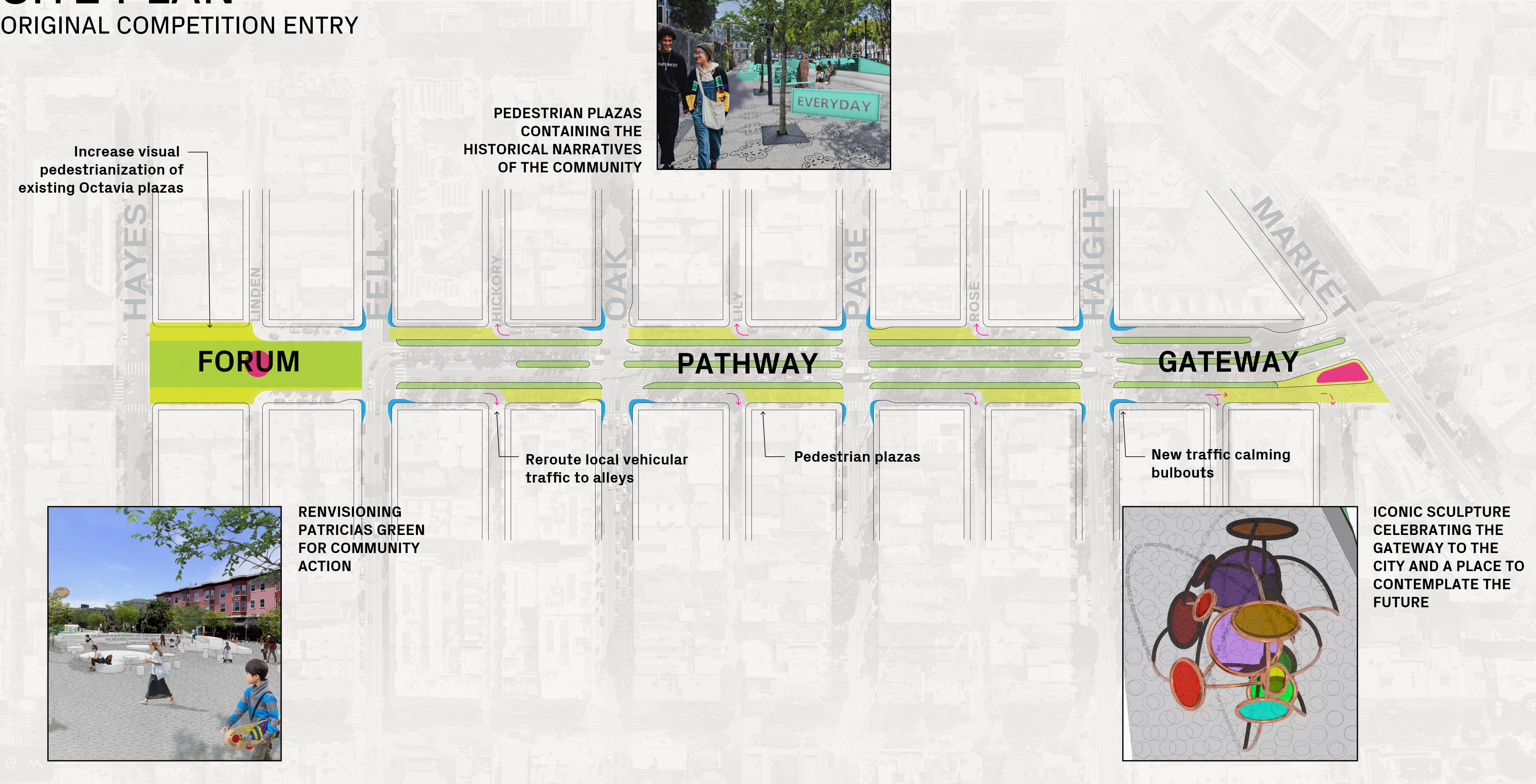
construction, repair, record keeping, and cleaning of streets, sidewalks, and medians

SF Parks and Recreation

administers parks

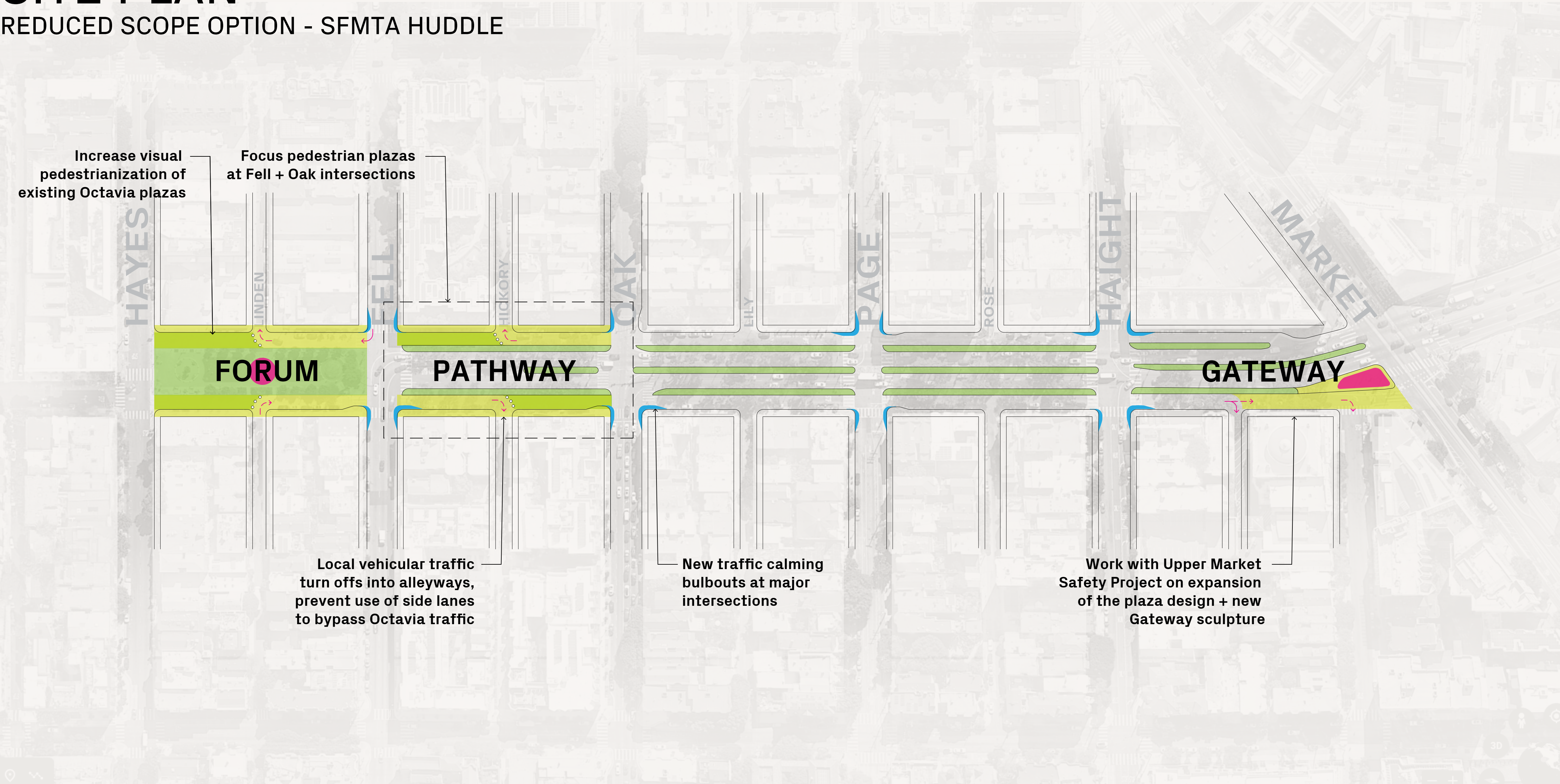
SITE PLAN

ORIGINAL COMPETITION ENTRY



SITE PLAN

REDUCED SCOPE OPTION - SFMTA HUDDLE



SCHEDULE

MASTER PLAN AND STRATEGIC VISIONING

Phase length : 20 weeks: 10 weeks donated, 10 weeks for fee

Phase length : 20 weeks: 10 weeks donated, 10 weeks for fee		May		June						July			August				September					
COMMUNITY ENGAGEMENT, DESIGN + AGENCY COORDINATION		Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13	Week 14	Week 15	Week 16	Week 17	Week 18	Week 19	Week 20	
				engage ment		engage ment		MOCAC		engage ment	engage ment	engage ment	engage ment	engage ment	engage ment			MOCAC				
COMMUNITY ENGAGEMENT + ADMINISTRATION																						
deliverables:	Community Meetings			●		●			●	●	●	●	●	●	●							
Initiate oral history project, first round of community surveys, initial engagements around master plan design and vision (4 events) + MOCAC review (2 meetings)	MOCAC Meetings							✕										✕				
	Octavia Project Alliance Meetings																					
	Oral history project																					
PLANNING + DESIGN VISION																						
deliverables:																						
Master plan design including; design guidelines, neighborhood survey data, initial historical context, and 3 options showing levels of implementation intensity.																						
AGENCY COORDINATION																						
deliverables:	agency coordination																					
Interagency coordination and initial feasibility review	agency review meeting		●				●						●			●				●		

MOCAC MEETING
JUNE 21

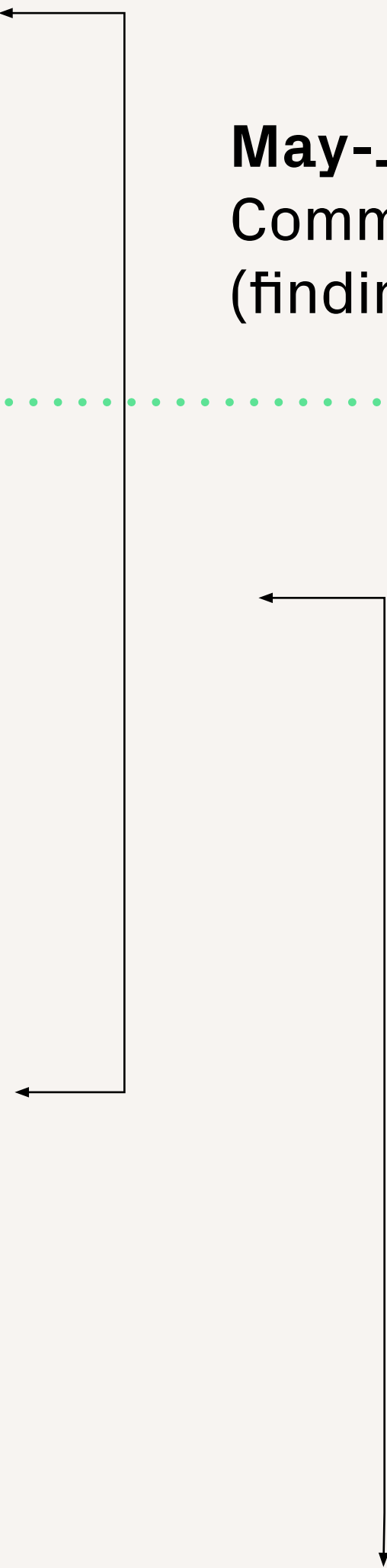
THE OCTAVIA PROJECT

COMMUNITY ENGAGEMENT

May 22nd	Community Conversation + Live Music
June 9th	Community Design Workshop
June 21st	MOCAC Presentation
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June 26th	Community Conversation @ Head West Market
July 11th	LoHaMNA Meeting Presentation
July 16th	Community Conversation @ Hayes Valley Circus
July 28th	HVNA Meeting Presentation
Late July	Octavia Walking Tour
Early August	Community Workshop and Plaza Prototype
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Aug + Sept	Incorporation of community input + design synthesis
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Sept 19th	MOCAC Design Presentation

May-July
Community Design + Quality of Life Survey
(findings to be shared early August)

Ongoing
Oral history project



COMMUNITY DESIGN + QUALITY OF LIFE

SURVEY

The survey is an opportunity for the design team to define the quality of life and land use priorities of the community.

75
respondents to date

93% live in Hayes Valley
of those,

53% have lived in Hayes
Valley for over 10 years

Survey will be open through end of July - findings and analysis to be shared in August

Continues to be distributed through the network of community groups through virtual channels and in-person as a flier. Paper copies are also available upon request



COMMUNITY CONVERSATION + LIVE MUSIC

MAY 22ND // 2PM-4PM // NORTH END OF PATRICIA'S GREEN

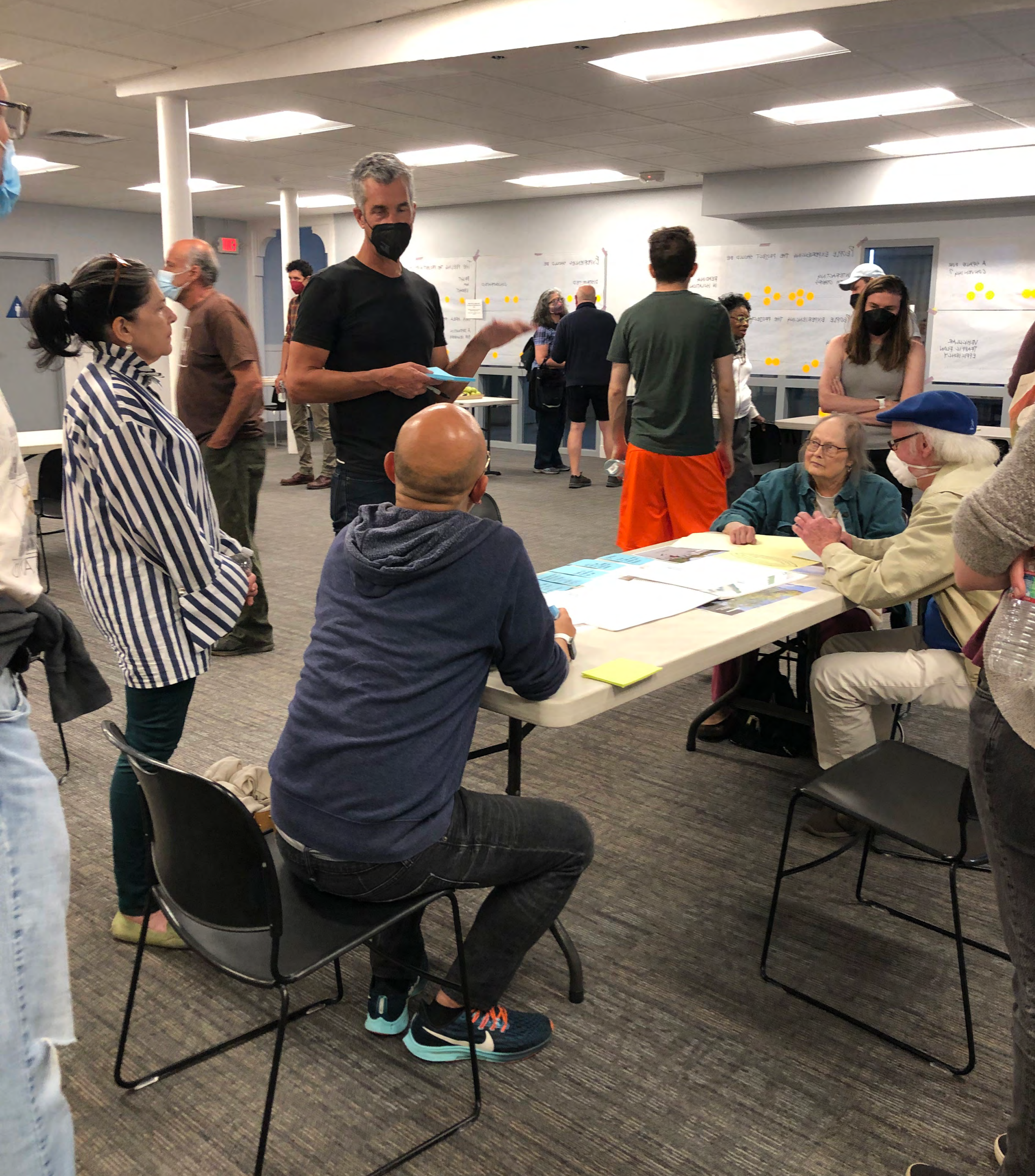
40 interactions with
community members

As our initial discussion after the competition, this event focused on putting a human face to the project, launching our Community Design Survey and answering questions on the process and driving ideas behind the design.

Hosted in collaboration with the Hayes Valley Art Works Sunday Sound Series, the design team was able to bring the discussion to a joyful neighborhood event, providing an opportunity for more diverse and rich conversation by meeting people where they were at.

"I want my neighborhood to feel welcoming at all points. Maintenance, greenery, community inspiration are important."
- Community Design Survey respondent





DESIGN WORKSHOP

JUNE 9TH // 6PM-8PM // SF FIRST BAPTIST CHURCH

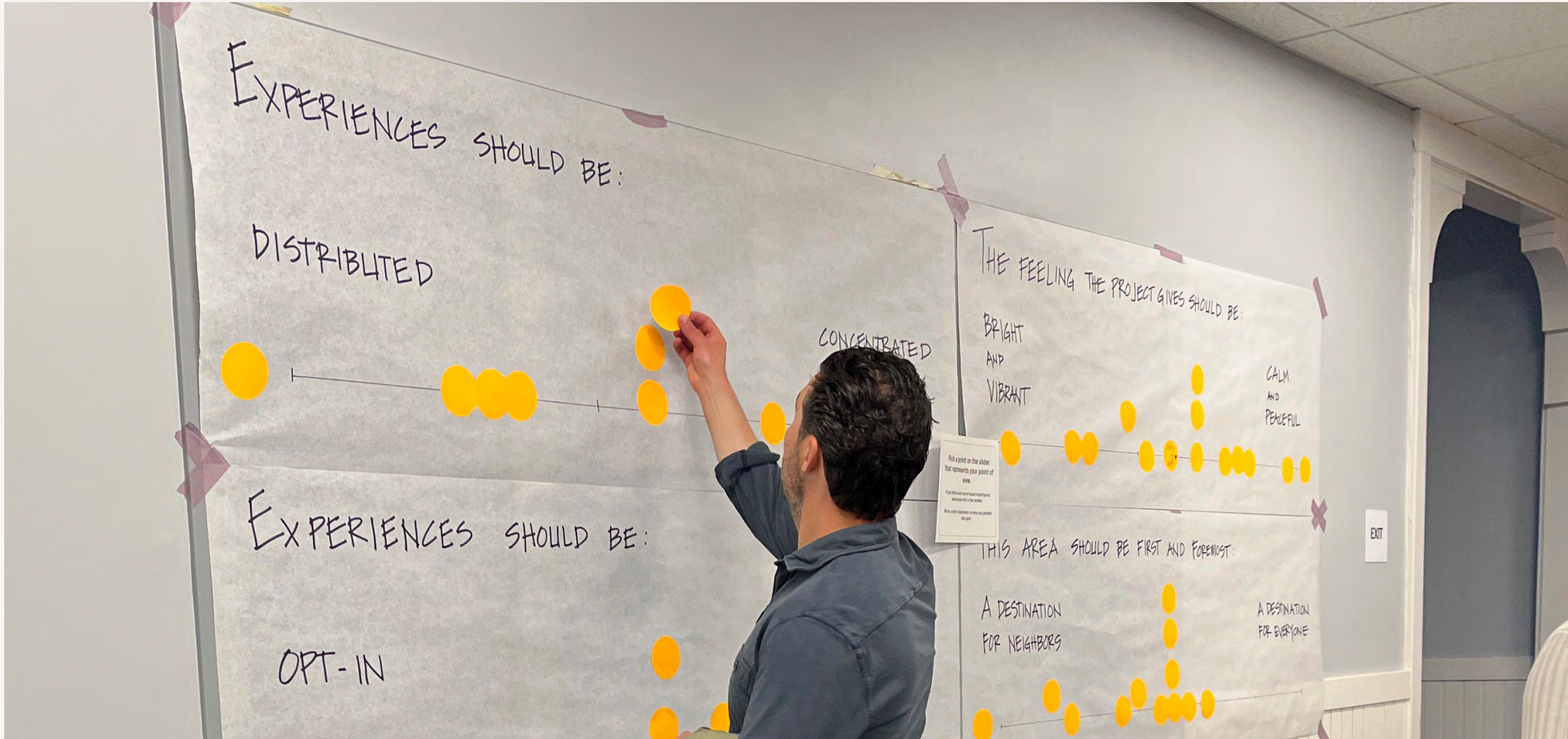
25 attendees

The design workshop was interactive, hands-on opportunity for the neighborhood to be part of the telling of story and curation of experience for The Octavia Project.





EXPERIENCE



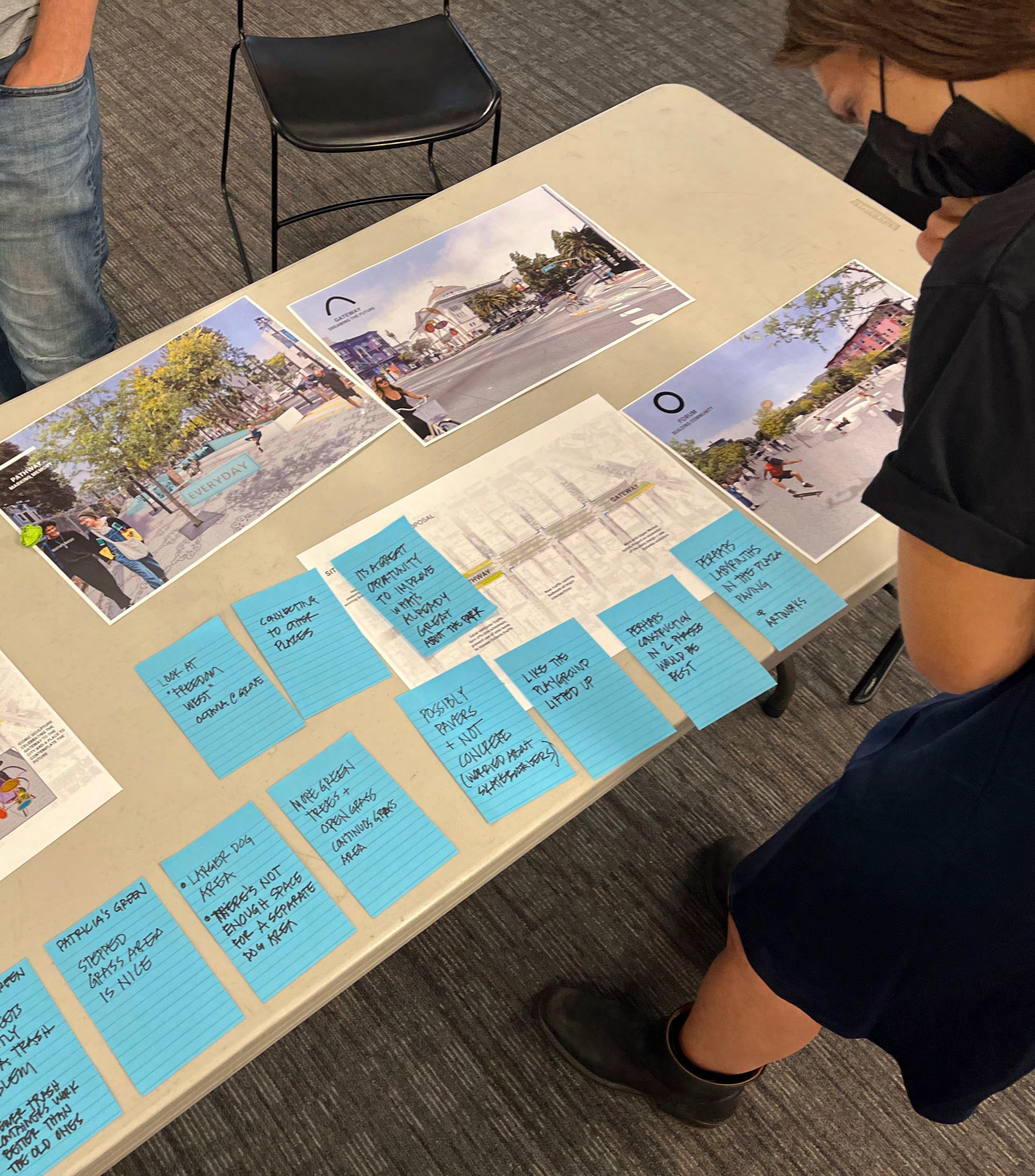
SLIDERS - EITHER/OR



WHAT WE ARE LEARNING

- 1 This corridor is incredibly important to everyone in the area despite its challenges
- 2 This is an opportunity to elevate what is working and correct some things that are not working
- 3 There is deep desire for a cleaner, greener, more pedestrian friendly corridor
- 4 The stories behind the freeway removal are inspiring and empowering for many





COMMUNITY ENGAGEMENT

WHAT WE ARE LEARNING

- 5 Patricia's Green is already a vibrant community hub but it could serve its diverse community better
- 6 Any work that we undertake should consider impact and livability during construction
- 7 Consider how this project could act as connective tissue to other nearby spaces
- 8 The neighborhood is filled with dedicated champions for more livable streets

THE OCTAVIA PROJECT

ORAL HISTORY PROJECT

The history of the people of Hayes Valley is complex and layered, and capturing this through an oral recollection of stories is the main driver of the memorial. This summer, we will be doing initial interviews with key members of the community, with a broader list to be developed as part of the surveys and in person conversations.

These stories will be made a core part of the public commemoration through quotes, development of the multiple layers of neighborhood history and direct access of portions of the recorded oral histories as a part of the commemoration itself.



NEXT STEPS

COMMUNITY ENGAGEMENT

- June 26th Community Conversation @ Head West Market
- July 11th LoHaMNA Meeting Presentation
- July 16th Community Conversation @ Hayes Valley Carnival
- July 28th HVNA Meeting Presentation
- End of July Octavia Walking Tour
- Early August Community Workshop and Plaza Prototype

PROJECT DESIGN REFINEMENT

July - Sept

AGENCY COORDINATION + FEASIBILITY REVIEW

Ongoing

COMMUNITY ENGAGEMENT

- Sept 19th MOCAC Design Presentation
- Sept + Oct Presentation to community groups + neighborhood



THANK YOU!

**THE OCTAVIA PROJECT DESIGN TEAM
+ OCTAVIA PROJECT ALLIANCE**