



# THE OCTAVIA PROJECT

**MOCAC MEETING Project Update June 20, 2023**

# AGENDA

MOCAC MEETING Project Update June 20, 2023

## THE OCTAVIA PROJECT

Updated Project Description

Update on Engagement with SFRPD

Update on SFMTA process for the closure of eastbound Octavia frontage road to vehicles between Hickory and Fell

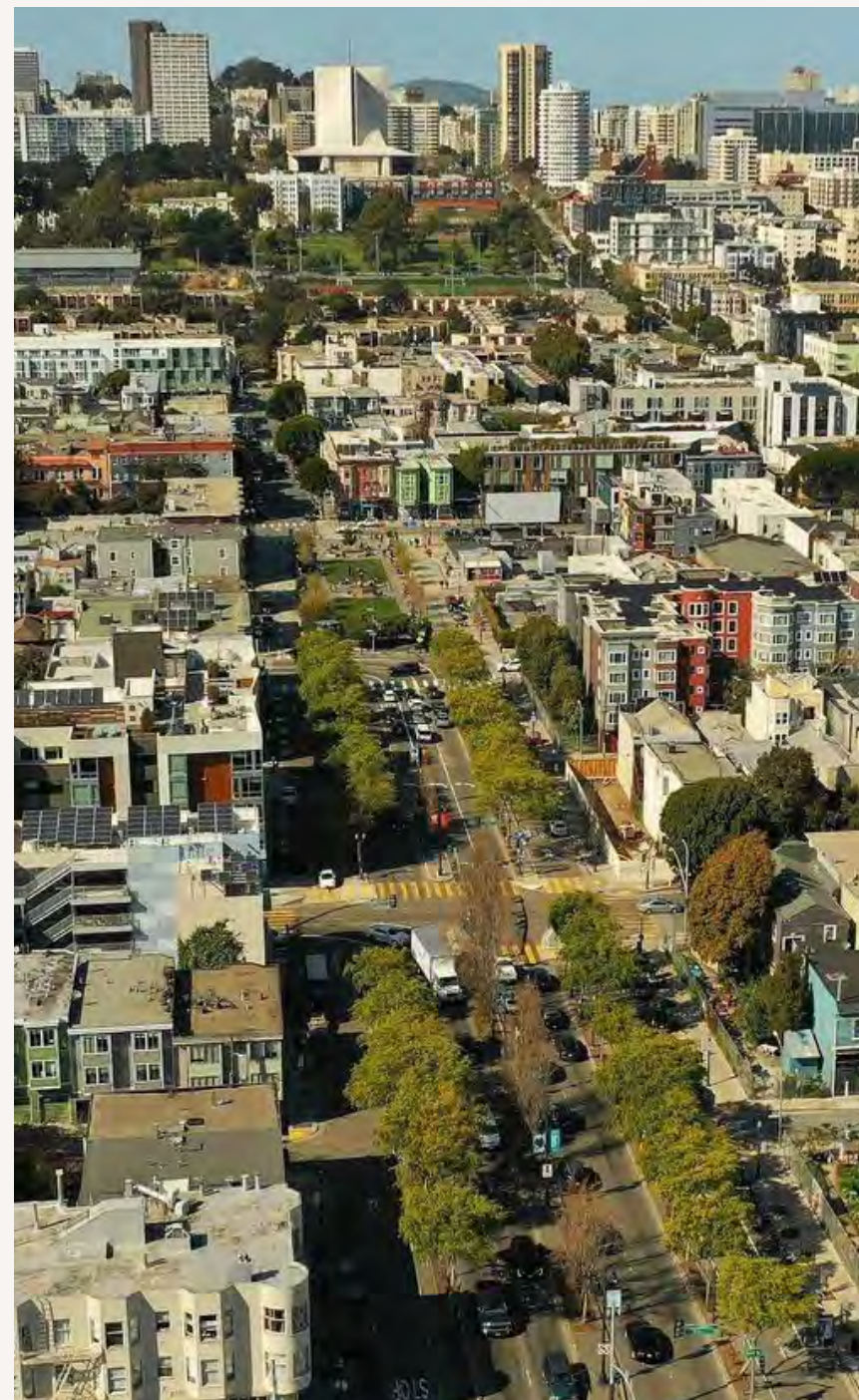
Update on Interim Ground Graphic for the closed portions of Octavia adjacent to Patricia's Green

Next Steps

## UPDATED PROJECT DESCRIPTION



# THE OCTAVIA PROJECT



**We believe entering Hayes Valley — the heart of San Francisco and home to the performing arts — should take your breath away!**

Today's Octavia Boulevard has only partially fulfilled that ultimate promise. A small, highly-used park proves the appeal but can't sustain the foot traffic. Unusual and busy traffic configuration makes moving to and through the area dangerous for pedestrians, bikes, and drivers alike.

The Octavia Project Alliance came together to envision a better Octavia Boulevard that celebrates the work of the people who tore down the freeway twenty years ago and furthers their vision in reconnecting the community and revitalizing the area.

Together, we will build on their work and complete the dream of an Octavia Boulevard that is an inspiring gateway to San Francisco, Hayes Valley, and the performing arts. The Octavia Project is proposing to span 5 city blocks on Octavia Boulevard from Hayes Street to Market Street. We are proposing to create an outdoor living museum—it will memorialize the successes of the people who tore down the freeway, it will tell the history of the freeway revolts and it will explore what is possible when we reclaim land in urban spaces. It will improve upon underutilized spaces and fix many pedestrian and bicycle safety issues.

# UPDATED PROJECT DESCRIPTION

## A VISION FOR THE FUTURE



A place for gathering and greenery



A place for performance and the arts



A place for fun



A place of history



A place for community

## UPDATED PROJECT DESCRIPTION

### PROJECT SCOPE

The OCTAVIA PROJECT will transform the five blocks of Octavia Boulevard from Market Street to Hayes Street. This multi-year project is estimated to have a total construction cost of \$16M.

- enhance gateway to the performing arts district
- creation of community-centered spaces
- commemorative storytelling elements
- enhance pedestrian safety
- increased greening + climate resiliency

We are currently seeking seed funding of \$350k for the completion of the project schematic design and commencement of the oral history project.

**Join us today in envisioning the future of Hayes Valley for the next several decades!**

#### OCTAVIA PROJECT ALLIANCE:

Jennifer Laska, Executive Director  
jennlaska@me.com  
310.709.2230

Lloyd Silverstein, Fundraising Lead  
lloyd@opticalunderground.com  
415.982.5106

#### OCTAVIA ALLIANCE FISCAL SPONSOR:

SF Parks Alliance

#### DESIGN TEAM:

Douglas Burnham, Founder ENVELOPE A+D  
Mark Baugh-Sasaki  
Allyson Feeny

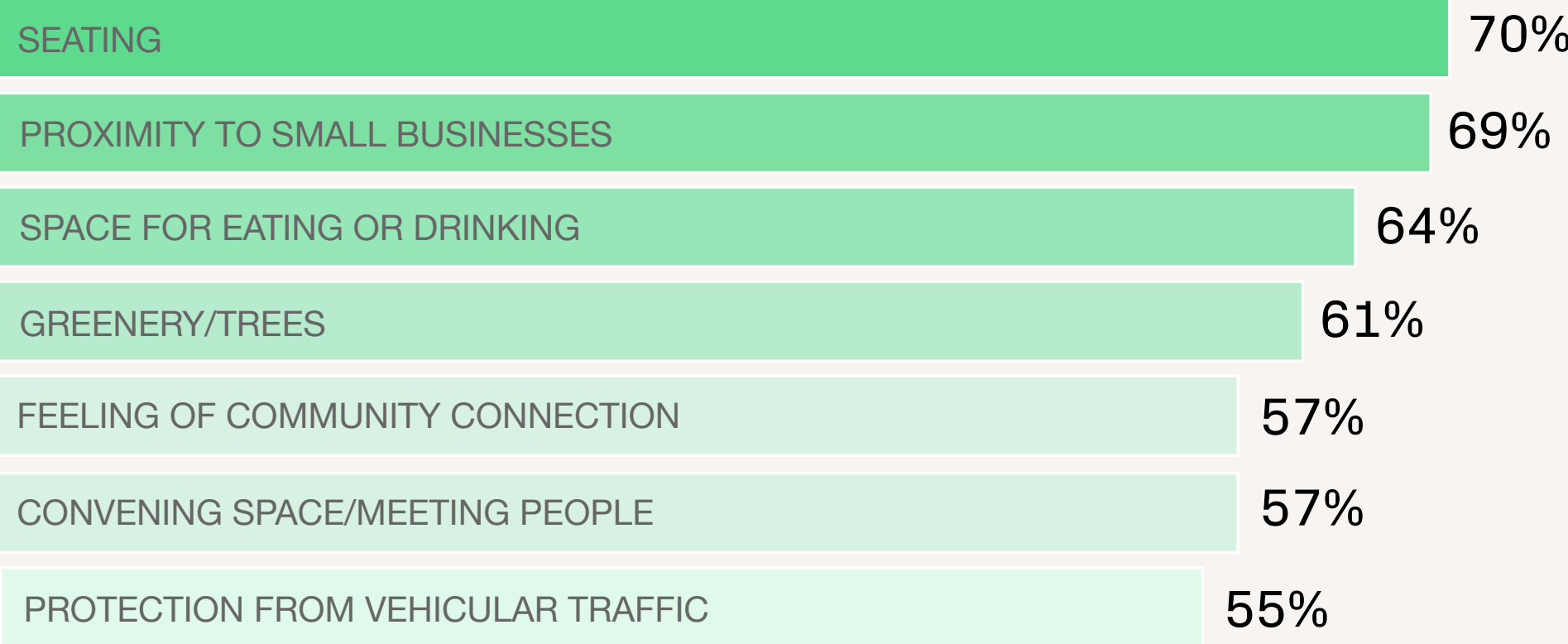
# PATRICIA'S GREEN SFRPD Scoping Discussions



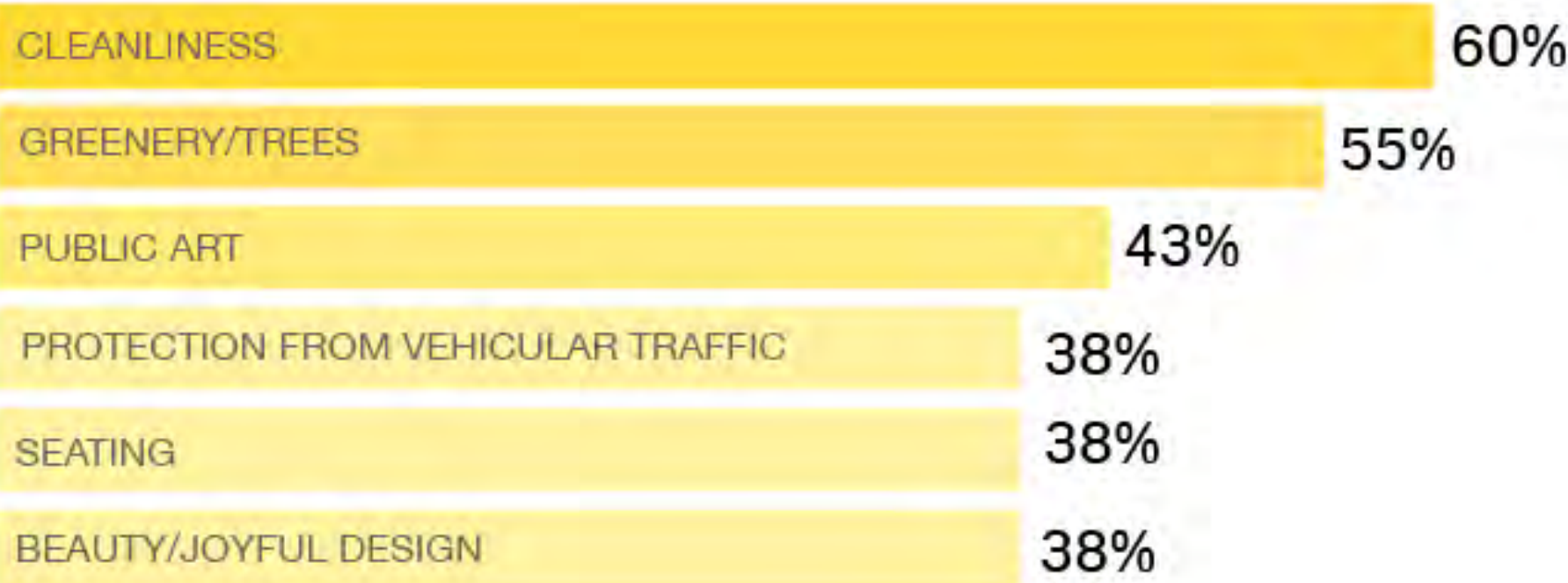
WHAT WE HEARD

# PATRICIA'S GREEN

## PRIMARY ASPECTS ENJOYED AT PATRICIA'S GREEN



## PRIMARY DESIRED IMPROVEMENTS AT PATRICIA'S GREEN



WHAT WE HEARD

# PATRICIA'S GREEN

## KEY AREAS OF DISCUSSION



### COMMUNITY HUB

*“Patricia’s Green is the “centerpiece” of Hayes Valley and should reflect that importance.”*



### PRO GREENERY - ANTI CEMENT

*“Keep it green, keep it clean, keep it safe-less concrete, more art, more trees, more police presence”*



### EXPANSION + STREET CLOSURE

*“To have the full west side of Octavia and 1/2 east side of Octavia closed to traffic (at the park) so that this can become a pedestrian area w/ actual seating and much more vegetation (maybe even cobblestones like the Fulton Grove complex-could deter skaters) and permanent barriers to stop cars from trying to enter”*



## WHAT WE HEARD

# PATRICIA'S GREEN

### KEY AREAS OF DISCUSSION



#### CLEANLINESS + UPKEEP

*“While great in theory, we avoid this space due to cleanliness”*



#### ART

*“The Burning Man art piece made Patricia's Green. Without something significant like that, it's pretty mundane.”*



#### DOGS

*“There should be a dedicated space for dogs vs. having a free-for-all.”*

*“The dog area is great and very popular!”*



PROJECT UPDATE

# PATRICIA'S GREEN

## Scoping Discussions w/ SFRPD

- 1 CENTERING THE COMMEMORATION ITSELF WITHIN THE PARK
- 2 CROSS CONNECTING PARK, STREETS + SIDEWALKS
- 3 ENHANCED GREENING
- 4 PLACES FOR PEOPLE AND PLACES FOR DOGS

PROJECT UPDATE

# Scoping Discussions w/ SFRPD

**5** A SENSE OF PLAY THROUGHOUT THE PARK

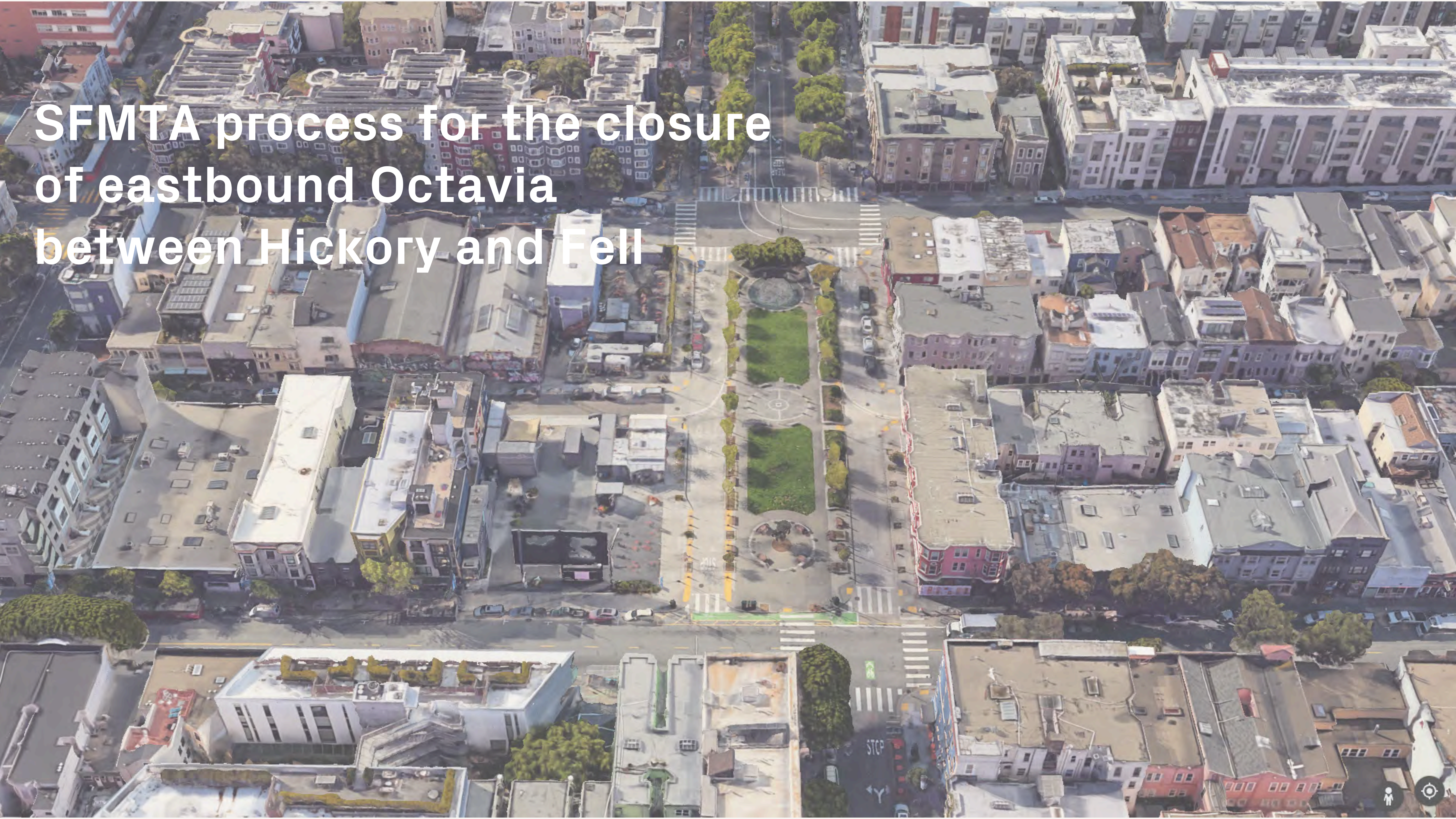
**6** ENHANCED SEATING AND TABLES

**7** A SPACE FOR PERFORMANCE AND COMMUNITY CONVENINGS

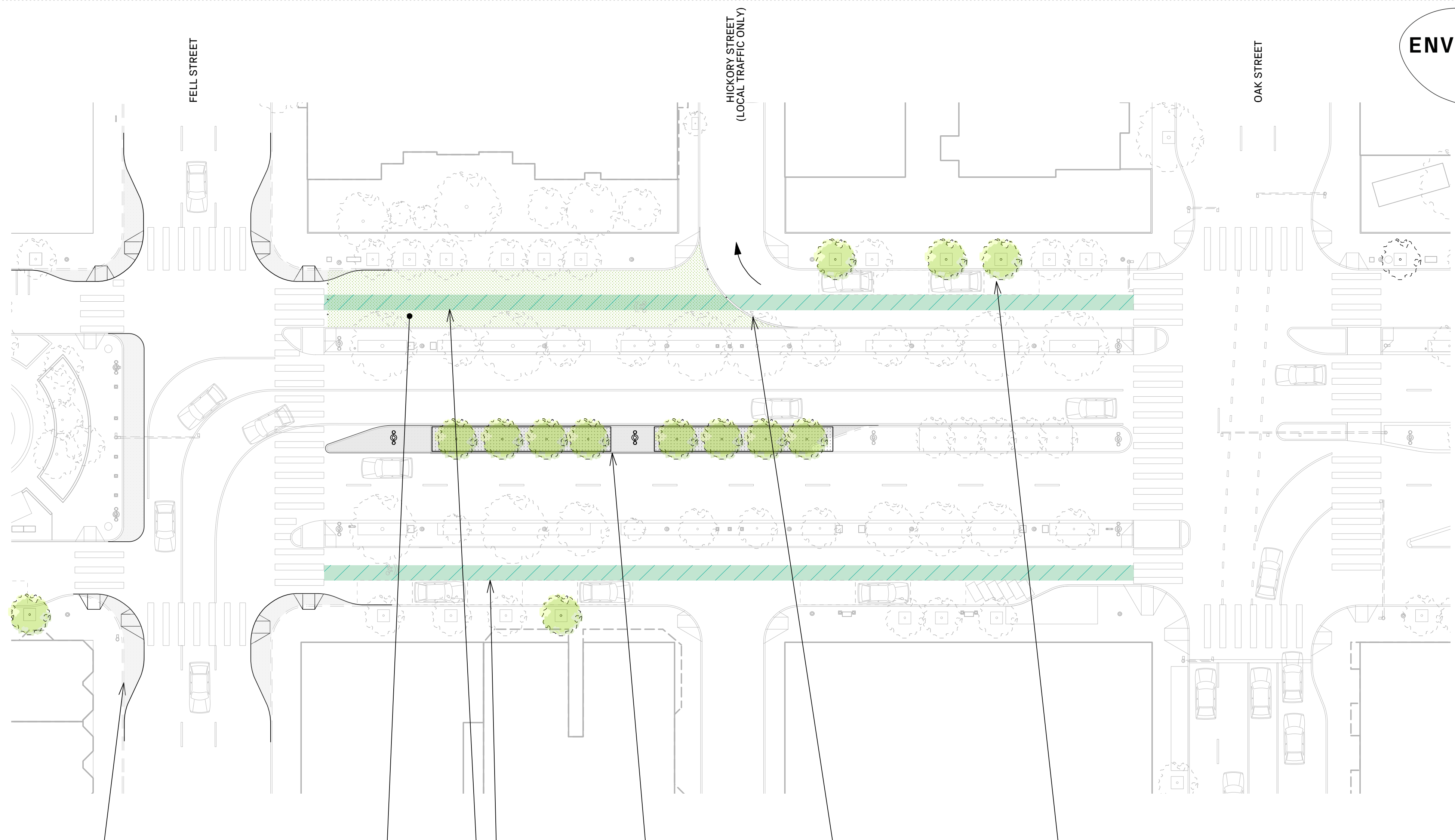
**8** ENHANCING THE PRESENCE OF PUBLIC ART



# SFMTA process for the closure of eastbound Octavia between Hickory and Fell



ENV  
E  
L  
O  
P  
E



(N) BULB OUTS -  
PAINTED PROTOTYPE  
WITH SAFE HITS OR  
CONSTRUCTED CURB

(N) PEDESTRIAN PLAZA -  
EMERGENCY VEHICLE AND  
BICYCLE ACCESS ONLY - POTENTIAL  
GROUND GRAPHIC EXTENSION

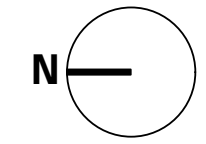
(N) DELINEATED  
BIKE PATH

(N) PLANTED MEDIAN  
WITH (N) STREET TREES

(N) SAFE HIT POSTS AT  
BOTH ENDS OF PEDESTRIAN  
PLAZA

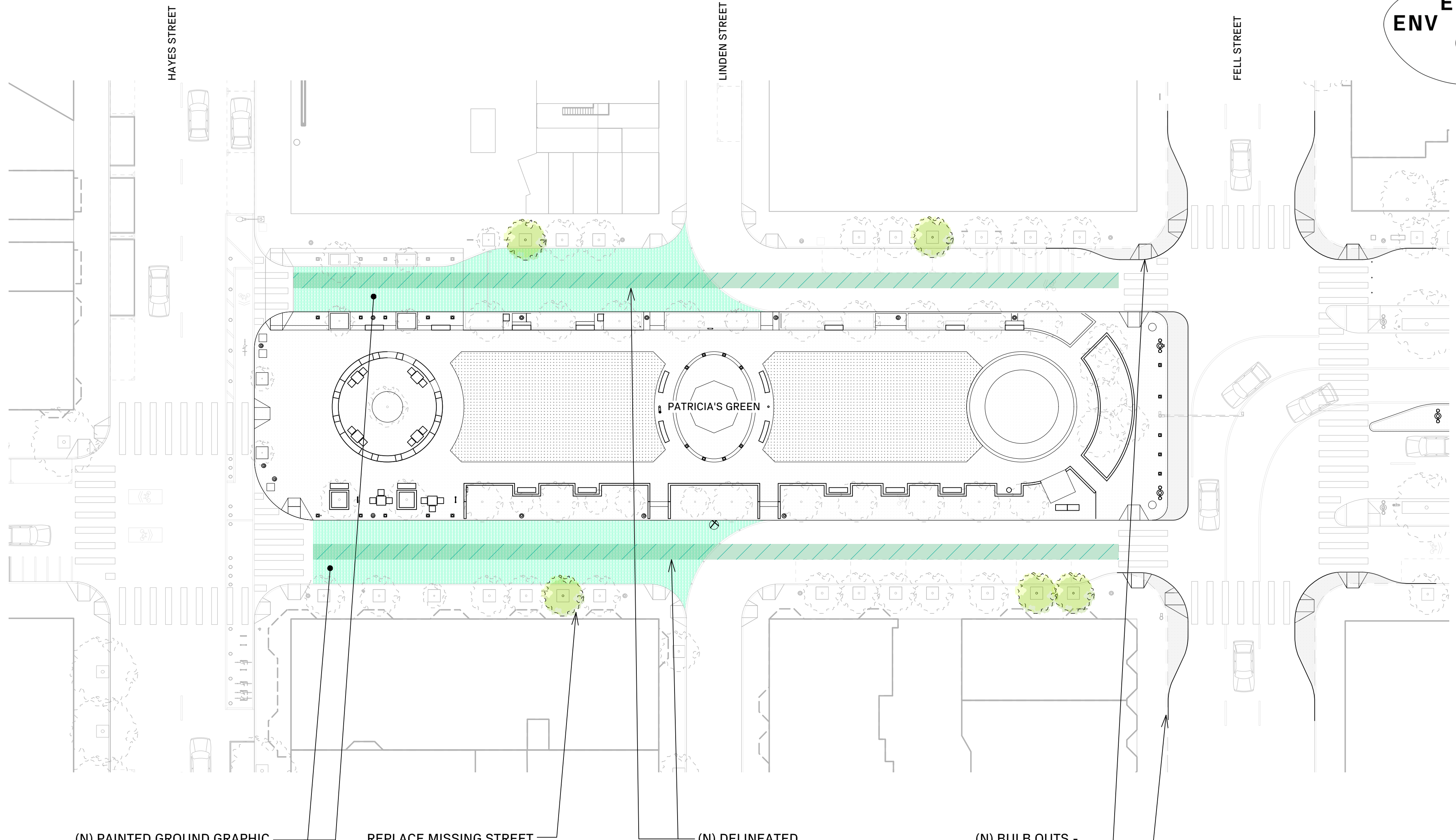
REPLACE MISSING STREET  
TREES (TYP. AT OPEN TREE  
WELL LOCATIONS)

OCTAVIA BLVD: OAK ST TO FELL ST  
**PROPOSED PLAN | MTA PROPOSAL**  
THE OCTAVIA PROJECT  
10.06.2022



**INTERIM GROUND GRAPHIC**  
for the closed portions of Octavia  
adjacent to Patricia's Green





(N) PAINTED GROUND GRAPHIC TO CALL OUT PEDESTRIAN AREAS AND BIKE PATHWAYS (DESIGN TBD)

REPLACE MISSING STREET TREES (TYP. AT OPEN TREEWELL LOCATIONS)

(N) DELINEATED BIKE PATH

(N) BULB OUTS - PAINTED PROTOTYPE WITH SAFE HITS OR CONSTRUCTED CURB

# NEXT STEPS

- Continue to share data and outcomes with city partners, neighborhood groups, area residents and the public at large
- Continue meetings with city agencies having jurisdiction (Have already met with SFMTA and SFRPD)
- Develop design options based on agency and neighborhood input and the community engagement to date.
- Sharing design options with the neighborhood and agencies for continued feedback, refinement and consensus building
- Continue recordings for the Oral History Project
- Fundraising + grant writing led by the Octavia Project Alliance



**THANK YOU!**

**THE OCTAVIA PROJECT DESIGN TEAM**

**+**

**OCTAVIA PROJECT ALLIANCE**