



London N. Breed, Mayor
Philip A. Ginsburg, General Manager

Date: April 20, 2023

To: Recreation and Park Commission
Capital Committee

Through: Philip A. Ginsburg, General Manager
Lisa Bransten, Director of Partnerships
Stacy Bradley, Director of Capital and Planning

From: Abigail Maher, Deputy Director of Partnerships
Omar Davis, Project Manager

Subject: Golden Gate Park Bay Area Young Survivors Conceptual Plan, Naming, and Donor Recognition Approval

Agenda Wording

Discussion and possible action to: 1) Approve the concept plan for the seating area on Conservatory Drive East at Arguello Avenue; 2) Name the seating area the Bay Area Young Survivors Breast Cancer Memorial Garden; 3) Approve a donor recognition plan for the Bay Area Young Survivors Breast Cancer Memorial Garden. Approval of this proposed action by the Commission is the approval action as defined by S.F. Administrative Code Chapter 31.

Strategic Plan References

Strategy 1, Inspire Public Space: Keep today's parks safe, clean, and fun; promote our parks' historic and cultural heritage; and build the great parks of tomorrow.

Objective 1.2: Strengthen the quality of existing parks and facilities.

Strategy 3, Inspire Investment: Through community engagement, advocacy, and partnerships, cultivate more financial resources to keep San Francisco's parks and programs accessible for all.

Objective 3.3: Cultivate increased philanthropic support.

Project Background

Bay Area Young Survivors (BAYS) is a support and action group for young people in the San Francisco Bay Area diagnosed with breast cancer at the age of 45 or younger. In 2015, BAYS began volunteering in Dorothy Erskine Park under the guidance of Recreation and Park Department staff. BAYS inquired about opportunities to honor women who had passed away due to breast cancer. Over the years, BAYS and Recreation and Park Department staff discussed the possibility of a landscape improvement project with memorial elements.



Inspired by the success of the beautiful AIDS Memorial Grove in Golden Gate Park as an example of both a public amenity and a dedicated memorial space, the team eventually settled on a small seating area also located in Golden Gate Park. In alignment with the Golden Gate Park Master Plan, the proposed rejuvenated seating area would offer the public respite from daily life, a place to sit either alone or with others, admire nature, connect to community, contemplate lives lost and reflect on survivors.

Community Outreach

The Recreation and Park Department and BAYS hosted two virtual community meetings in March 2022. During the meetings, the proposed idea and preliminary design were presented. There was opportunity for feedback, questions, and answers. About 35 people attended the meetings and expressed support of the project. About 15 organizations and community members submitted support letters. The proposed concept plan was presented to the Recreation and Park Commission, Capital Committee, the Park, Recreation, Open Space Advisory Committee (PROSAC) and the San Francisco Arts Commission.

Environmental Review

Categorical Exemption 2022-009677ENV under CEQA was received on November 30, 2022.

Proposed Design

The BAYS Memorial Garden will renovate the existing seating area and create a beautiful, reinvigorated seating area with a memorial. As shown in Exhibit A, the proposed project scope includes the following:

- Demolition of an existing seating area and pathway (approx. 800 sq. ft. paved area) at the intersection of Conservatory Drive East, Conservatory Drive West and Arguello Boulevard in Golden Gate Park. This includes removal of existing asphalt, concrete paving, two benches, and chain link fencing.
- Creation of a new path to a new plaza in concrete or stone.
- A new seating area with a curved wood bench, smaller stone bench, and stone paving with metal strips with inscriptions.
- A metal memorial element for names of BAYS members lost, and any future members to be commemorated over time. To include those outside of the BAYS community who have also been affected by breast cancer the metal memorial will include words like: Mother, Daughter, Friend, Partner, Wife, Grandma, Aunt, etc.
- New plantings, largely in keeping with the Oak Woodlands plant palette found on the other side of Conservatory Drive, and other natives.
- Clearing of invasive plants to encourage multiple existing small oaks which ring the area.
- Removal of some asphalt to replace with rock outcrops, shrubs, and flowering plants in a new planting area.
- New site entry and donor recognition signage.

Accept and Expend

BAYS is proposing a combination of cash and in-kind grant funding to the Department for the design and construction of the renovated seating area and memorial elements. The initial cost estimate for the project is \$330,000.00, which includes \$35,000.00 for the Rec Park Capital



Project Management fee. If there are additional costs, BAYS has offered to donate up to \$500,000 to cover the full cost of the improvement project. On December 15, 2022, the Recreation and Park Commission, by Resolution No. 2212-006, recommended that the Board of Supervisors authorize RPD to accept and expend the cash and in-kind grants. The accept and expend resolution is pending Budget & Finance Committee review.

Naming and Donor Recognition

The proposed name of this site, Bay Area Young Survivors Breast Cancer Memorial Garden, represents the project, the organization, and the disease. The name is in line with names for other sites in Golden Gate Park, such as AIDS Memorial Grove and Redwood Memorial Grove. BAYS is funding 100% of the project, therefore according to the Gift Policy the donor may request naming the rights since the donation amount is at least 50% of the total project cost. The proposed site name has been publicly shared.

BAYS has allocated approximately \$330,000 necessary to design and construct the memorial garden. The proposed donor recognition plan is to acknowledge the primary donors on the entry sign to the Bay Area Young Survivors Breast Cancer Memorial Garden. The proposed entry sign would state: Funders include Weiss Family Foundation, The Estate of Janet Sollod, and BAYS community.

Financial Impact: up to \$500,000

Staff Recommendation

Staff recommends approval of the concept plan, the name Bay Area Young Survivors Breast Cancer Memorial Garden, and the donor recognition plan.

Supported By

Bay Area Young Survivors

Bay Ridge Trail Council

Friends of Oak Woodlands

Gardens of Golden Gate Park

Jim and Mary Jo Cooney, former Rec Park staff

National AIDS Memorial

San Francisco Parks Alliance

Park, Recreation, Open Space Advisory Committee (PROSAC) Members:

- 1) Cyntia Salazar, District 6
- 2) Deval Patel, District 7
- 3) Erin Bank, District 4
- 4) Nick Belloni, District 2
- 5) Steven Depont-Kelani, District 11
- 6) Val Lapidus, District 4
- 7) Wendy Aragon, District 1



Opposition

Richard Rothman, PROSAC member, District 1

Attachments

- A. Conceptual Plan – see attached
- B. Categorical Exemption 2022-009677ENV (CatEx) – see attached
- C. Letters of Support
 - 1) Charlie Monson, community member
 - 2) Erin Bank, District 4 PROSAC
 - 3) Hiya Swanhuysen, community member
 - 4) Janet McBride, Executive Director, Bay Area Ridge Trail Council
 - 5) John Cunningham, CEO, Nationals AIDS Memorial
 - 6) John Tuthill, community member
 - 7) Kate Richards, BAYS member and community member
 - 8) Kate Tuthill, community member
 - 9) Laurie Pomeranz, BAYS member and community member
 - 10) Margaret Doheny, community member
 - 11) Meaghan, Mike, and Celeste Campbell, BAYS member and community members
 - 12) Michael Fortes, community member
 - 13) Patricia J. Burns, community member
 - 14) Rosie Belpasso, BAYS member and community member
 - 15) Stephanie Linder, Executive Director, Gardens of Golden Gate Park
 - 16) Wylie Adams, BAYS member and community member

