BUCHANAN STREET MALL

Memory Walk

Civic Design Review | September 2023

Prepared for:
San Francisco Arts Commission Civic Design Review

Prepared by:
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**Western Addition, San Francisco**

Located roughly in the center of San Francisco, the Western Addition developed as a Victorian streetcar suburb. It survived the 1906 San Francisco earthquake with its Victorian-style buildings largely intact. Today, the term Western Addition is roughly synonymous with the Fillmore and Cathedral Hill neighborhoods.

**The Fillmore, “Harlem of the West”**

At the heart of the Western Addition lies the Fillmore District, once known for its flourishing jazz scene, dubbed the “Harlem of the West.” Today, the district is locally known as “Fillmoe,” “The Mo” or MOE, which means “Money Over Everything.”

**Buchanan Street Mall**

Two blocks east of Fillmore Street runs Buchanan Street, five blocks of which was turned into a pedestrian boulevard, or Mall, in 1975. By the mid 1980s, the neighborhood faced violence and a drug epidemic, and those issues spilled over into the park creating an atmosphere of fear. The park had been avoided by many residents until recently.
CONCEPT DESIGN
APPROVED BY RECREATION AND PARK COMMISSION, APRIL 2020

ACTIVE RECREATION
ALL-AGES PLAY
BASKETBALL & BBQ
ART & ENTERTAINMENT
GARDEN & GATHER

Project Goals:
1. Safety, Lighting & Beautification
2. Connect Blocks & Unify the Community
3. Tell the Story of the Community & the Neighborhood
4. Social Interaction & Multi-Generational Recreation
5. Skills Training & Jobs Creation
6. Stormwater Management & Urban Greening

Key Features:
- Memory Walk
- Gardens
- Lighting & Improved Safety
- Micro-Enterprise Kiosk
- Gateways

source: 2020 Buchanan Street Mall Concept Plan by OCB

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APPROVED SCHEMATIC DESIGN

Eddy St. to Turk St.
May 2022

Golden Gate Ave. to McAllister St.
March 2023

McAllister St. to Fulton St.
May 2022

Turk St. to Golden Gate Ave.
September 2021

Fulton St. to Grove St.
March 2023

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COMMUNITY VISIONING: THEMATIC ELEMENTS & UNIFYING MOTIFS

Part I: 2020
- The Office of Cheryl Barton
- West African design: Kente and Adinkra symbolism
- Celebration and strength

Part II: 2023
- Studio MLA
- Home: Victorian architecture and the legacy of redevelopment in the Western Addition
- Cultural diversity of the neighborhood, woven together over time
THE MEMORY WALK

The Memory Walk is envisioned as a well-lit and accessible walkway that weaves through Buchanan Street Mall, connecting all the blocks, creating a safe passage and an Afrocentric design. The Memory Walk will include, monumental gateways, special paving, and interpretive elements, and will provide a platform for future community-led art & storytelling opportunities.
SITE PLAN: MEMORY WALK ELEMENTS

Paving
- Unit paver patterns
- Decorative metal inlay

Fences
- Waterjet patterns
- Curated art + interpretation

Columns
- Waterjet patterns
- Curated art + interpretation

Potential Artist Opportunities:
- Murals + Multimedia
- Large Sculpture
- Small Sculpture

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MEMORY WALK PAVING

Unit Pavers
- 3x9”
- H-20 Vehicular Loading
- Warm grey tones

Nickel Bronze Inlay
- ~12x12”
- Symbol selection by the community
- Set flush in concrete

Color Concrete
- Warm grey
- Fine aggregate
COLUMN TYPICAL ELEVATION

Potential for Interpretation or Art

- Pinched metal portraits
- Waterjet designs
- Signage and storytelling

RAL 5012
Fence Typical Elevation

- High Strength Stainless Steel Frame, Painted
- Waterjet Cut Stainless Steel Panel, Painted
- 46"x60" Waterjet-cut panels

Potential for Interpretation or Art

- Punched metal portraits
- Pattern designs

RAL 5012

Buchanan Mall
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FUTURE COMMUNITY-LED ART OPPORTUNITIES

Murals

Multimedia

Sculpture
FUTURE COMMUNITY-LED ART OPPORTUNITIES

Community Curation + Participation

Artist Mentorship

Artist Opportunities