BUCHANAN STREET MALL

Memory Walk Conceptual Design

Recreation and Parks Commission | September 2023
PROJECT TEAM

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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.
## Community Engagement

### Outreach by the Numbers

<table>
<thead>
<tr>
<th>Event Type</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community meetings</td>
<td>14</td>
</tr>
<tr>
<td>Neighbors who attended</td>
<td>650</td>
</tr>
<tr>
<td>Total People Engaged</td>
<td>7,000+</td>
</tr>
<tr>
<td>Surveys</td>
<td>6</td>
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<tr>
<td>People surveyed</td>
<td>1,000+</td>
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<tr>
<td>Focus groups</td>
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<tr>
<td>Healing Circles</td>
<td>8</td>
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<tr>
<td>Resident council meetings</td>
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</tr>
<tr>
<td>Events with Buchanan Change</td>
<td>38</td>
</tr>
</tbody>
</table>

### MILESTONES

- Documentary Screenings
- Activation Elements Installed
- Winter Wonderland
- Concept Design Approved
- Surveys & Virtual Community Meetings
- Equity Action Plan Launches
- Opportunity Hub Opens
- Bi-weekly Community Gatherings

### PHASES

- **Community Engagement and Activation on the Mall**
  - 2015
  - 2016
  - 2017
  - 2018
  - 2019
  - 2020

- **Conceptual Design**
  - 2021

- **Design Development**
  - 2022

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**BUCHANAN MALL**

Recreation and Parks Commission | September 2023
**CONCEPT DESIGN**
APPROVED BY RECREATION AND PARK COMMISSION, APRIL 2020

**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
APPROVED SCHEMATIC DESIGN

Eddy St. to Turk St.
May 2022

McAllister St. to Fulton St.
May 2022

Golden Gate Ave. to McAllister St.
March 2023

Turk St. to Golden Gate Ave.
September 2021

Fulton St. to Grove St.
March 2023
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.

### KEY ELEMENTS

1. Memory Walk
2. Picnic & BBQ Area
3. Multi-Sport Court
4. Young Kids Play Area
5. Big Kids Play Area
6. Adult & Senior Exercise Equipment
7. Micro-Enterprise Kiosk
8. Flexible Plaza
9. Communal Gardens
10. Full Basketball Court
11. Stage
12. Multi-Use Lawn
13. Art Plaza
14. Picnic Area
15. Community Gathering Area
SITE PLAN: MEMORY WALK ELEMENTS

Paving
- Unit paver patterns
- Decorative metal inlay

Fences
- Waterjet patterns
- Curated art

Columns
- Waterjet patterns
- Curated art + interpretation

Potential Artist Opportunities:
- Murals + Multimedia
- Large Sculpture
- Small Sculpture
MEMORY WALK PAVING

BUCHANAN MALL

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
Potential for Interpretation or Art

- Punched metal portraits
- Waterjet designs
- Signage and storytelling

COLUMN TYPICAL ELEVATION

- Reflective Inner Cover to Amplify Illumination
- Waterjet Cut Stainless Steel Panel; Painted
- High Strength Stainless Steel Frame Within
- Up to (4) 18”x48” Panels for Interpretive Content
- Interior Uplight
  - Color Concrete Base to Match Memory Walk Paving

RAL 5012
FENCE TYPICAL ELEVATION

- High Strength Stainless Steel Frame; Painted
- Waterjet-cut Stainless Steel Panel; Painted
- 46"x60" Waterjet-cut Panels for Artistic or Interpretive Content

Potential for Interpretation or Art

- Punched metal portraits
- Waterjet designs

RAL 5012
FUTURE COMMUNITY-LED MEMORY WALK PROGRAMMING

Community Curation + Participation

Artist Mentorship

Artist Opportunities
POTENTIAL FUTURE ART OPPORTUNITIES

Murals

Multimedia

Sculpture