



# BUCHANAN STREET MALL Vision Statement



San Francisco, California

Prepared by The Trust for Public Land, March 2017

# ACKNOWLEDGEMENTS

## Core Partners



Citizen Film  
[www.citizenfilm.org](http://www.citizenfilm.org)



Exploratorium  
[www.exploratorium.edu/publicspaces](http://www.exploratorium.edu/publicspaces)



Green Streets  
[www.ourgreenstreets.org](http://www.ourgreenstreets.org)



San Francisco Recreation & Parks Department  
[www.sfrecrepark.org](http://www.sfrecrepark.org)



The Trust for Public Land  
[www.tpl.org](http://www.tpl.org)

## Funders & Supporters



Art Place  
[www.artplaceamerica.org](http://www.artplaceamerica.org)



Community Challenge Grant  
[www.sfgov.org/ccg](http://www.sfgov.org/ccg)



Grants for the Arts  
[www.sfgfta.org](http://www.sfgfta.org)



San Francisco Arts Commission  
[www.sfartscommission.org](http://www.sfartscommission.org)



San Francisco Environment  
[www.sfenvironment.org](http://www.sfenvironment.org)



San Francisco Mayor's Office  
[www.sfmayor.org](http://www.sfmayor.org)



Supervisor London Breed  
[www.londonforsupervisor.com](http://www.londonforsupervisor.com)



The Trust for Public Land  
[www.tpl.org](http://www.tpl.org)

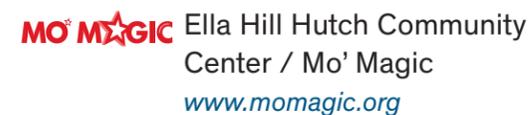
## Anchor Tenant Partners



African American Art & Culture Complex  
[www.aaacc.org](http://www.aaacc.org)



Collective Impact  
[www.collectiveimpact.org](http://www.collectiveimpact.org)



Ella Hill Hutch Community Center / Mo' Magic  
[www.momagic.org](http://www.momagic.org)



Rosa Parks Senior Center  
[www.bhpmss.org/rosa-parks-senior-center](http://www.bhpmss.org/rosa-parks-senior-center)



Success Center  
[www.successcentersf.org](http://www.successcentersf.org)

## Creative Partners



African American Shakespeare Company  
[www.african-americanshakes.org](http://www.african-americanshakes.org)



Afro Solo  
[www.afrosolo.org](http://www.afrosolo.org)



CommunityGrows  
[www.communitygrows.org](http://www.communitygrows.org)



Project Level  
[www.projectlevel.org](http://www.projectlevel.org)



The Village Project  
[www.thevillageprojectsf.org/VP](http://www.thevillageprojectsf.org/VP)

<i>Executive Summary</i> .....	1
<i>Context</i> .....	2
NEIGHBORHOOD CONTEXT	
Fillmore History	
Neighborhood Demographics	
Mapping the Legacy of Redevelopment	
SITE CONTEXT	
Housing & Community Benefit Organizations	
Circulation & Housing Access	
Neighborhood Character	
<i>Outreach &amp; Community Engagement</i> .....	10
Outreach & Community Engagement Overview	
Neighborhood Partner Profiles	
<i>ACTIVATION (Phase 1)</i>	
Community Design Workshops	
Installation Elements, Map & Use	
Community Events Calendar: 2015-17	
<i>VISIONING (Phase 2)</i>	
Community Design Workshops	
Reflecting Community Values	
<i>Community Vision</i> .....	20
Vision for All Five Blocks	
Individual Blocks & Crosswalks	
<i>Momentum &amp; Next Steps</i> .....	27
Media Coverage	
Documentary Storytelling	
Next Steps	



### 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.

# EXECUTIVE SUMMARY

This *Vision Statement* presents the community's vision for a new Buchanan Mall, a public park encompassing five blocks in San Francisco's Western Addition neighborhood. The Community Vision Plan for a new park at the end of this document is the product of an exceptionally robust, collaborative, grassroots visioning and design process spanning more than two years. The timeline on pages 10-11 illustrates the process from grassroots community engagement through the installation of the temporary Activation to a celebration of the community's vision for a new park. This *Vision Statement* describes our journey.



## Background: A community short on trust

The 7,000 low-income, predominantly African American residents who live adjacent to Buchanan Mall face acute challenges: recent, rapid gentrification, longstanding patterns of discrimination, turf conflict, an exodus of employed adults, in addition to decades-long cycles of displacement, unemployment and mass incarceration. As the neighborhood faced violence and a drug epidemic, some of those issues spilled into the Buchanan Mall, creating a pervasive feeling of fear in the area.

Moreover, decades of redevelopment in the “brutalist” style—done to this community rather than with its participation and support—have bred mistrust of government and developers. Because of this mistrust, the City tried a deeper and more participatory process to generate real buy-in from this community for the renovation of their park.

## Bridging divides through storytelling

Against this backdrop, a remarkable new story has unfolded over the past three years. This community has come together to reimagine and reclaim Buchanan Mall as connective tissue, repairing the neighborhood's fractured social fabric, and rebuilding unity and hope.

Documentary film-based story-sharing has been central to the visioning process. Project partners facilitated an ongoing cycle of filming and community screenings to gather input on how residents would like to change their neighborhood and their lives and to create meaningful dialogue with decision-makers and other stakeholders.

In January 2015, two local organizations, Green Streets and Citizen Film, began working together to create and share films exploring this neighborhood's needs. The storytelling and story-sharing process planted seeds of collaboration within a powerful cross-section of the community's leaders, both formal and informal, and its institutions, entrepreneurs, artists, elders, working-age adults and youth.

## Gaining momentum and trust

As the process gained steam, higher-profile partners signed on, including Supervisor London Breed, the San Francisco Recreation & Park Department, The Trust for Public Land and the Exploratorium Studio for Public Spaces. At the community's invitation, these new partners contributed expertise, institutional backing and significant financial support for the visioning, prototyping and feedback processes that have led to the designs presented here. Neighborhood anchor institutions such as the African American Art & Culture Complex, the Ella Hill Hutch Community Center and the Rosa Parks Senior Center helped drive community outreach and were venues for community meetings and film screenings.

## Genuine community participation

The outreach process has bridged differences of uneven access to social capital in two important ways. First, it has met people where they are. By tapping into the community's existing networks of influence, and holding meetings and filming residents where they already congregate, project partners have captured stories and perspectives that otherwise would be unlikely to reach key decision makers. Viewing these films has given public officials a textured understanding of the community and its needs, and enabled them to ask the right questions of the right people.

Second, departing from the usual model, this project has compensated residents equitably for their participation, whether engaging deeply in the design process or conducting community outreach to engage their neighbors. Significant efforts have also been made to give residents paid jobs on work crews installing prototype elements, both for the sake of economic opportunity and to further reinforce community buy-in. As a result, community stewardship and pride have been hallmarks of this project.

This deepened engagement process was made possible by public, private and philanthropic donations. The ongoing cycle of community organizing, storytelling and creative placemaking was catalyzed by a grant awarded by ArtPlace America to Citizen Film. The Trust for Public Land thanks its supporters for enabling its involvement in the project. Key funders also include the Office of Mayor Ed Lee, Supervisor London Breed and the San Francisco Recreation and Parks Department. Many funders have supported us throughout this process and we look forward to more joining!



*Buchanan Mall is a public park transecting ten subsidized housing complexes in San Francisco's Western Addition neighborhood.*



*A robust community outreach and engagement process led to the selection and design of temporary installations currently on the site.*



*Community members and stakeholders came together to reimagine this park in the heart of their neighborhood.*



*The community's vision, developed through extensive collaboration, is displayed alongside survey results.*

# FILLMORE HISTORY

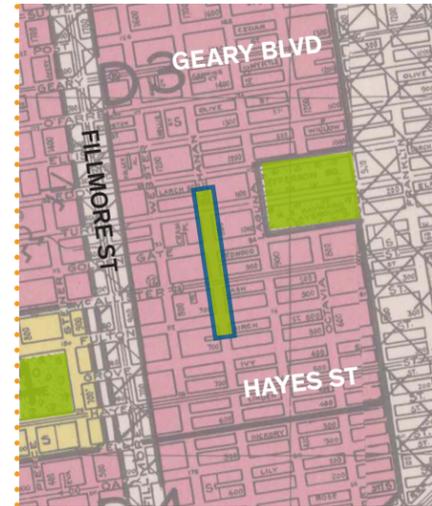
In 1860, the area of San Francisco west of Van Ness Avenue and north of Market and Duboce streets was surveyed and added to the city, hence the name Western Addition. The area was first developed around 1900 as a middle-class suburb served by cable cars. Western Addition was mostly spared from damage after the 1906 earthquake, and many businesses and government offices relocated to Fillmore Street temporarily. Many of the Victorian houses in the neighborhood were subdivided and odd structures were erected quickly to accommodate the earthquake refugees. After the downtown was rebuilt, the commercial center and government offices moved back east, but the Fillmore district, from Fulton to Bush Street, continued to thrive as a shopping district.

By 1940, Western Addition had become a dense and affordable mixed-use neighborhood, housing many of San Francisco's new and immigrant populations. Between 1940 and 1950, San Francisco's African American population jumped ten-fold from 4,846 to 43,502. They settled both in the Western Addition and Bayview-Hunters Point, near WWII shipyard jobs. At the same time, the area's Japanese (and Japanese-American) residents were forced into internment camps. The Fillmore district became a thriving entertainment and jazz center, with theaters, night clubs and dance halls.

After WWII, the neighborhood suffered from unemployment and poverty as the war industries shut down. However, Western Addition retained a strong sense of community with many locally owned (often African American-owned) businesses. In 1947, San Francisco hired planner Mel Scott to study the potential redevelopment of Western Addition. In Scott's opinion, "Nothing short of a clean sweep and a new start can make the district a genuinely good place in which to live." The San Francisco Board of Supervisors declared Western Addition a blighted area and designated it for redevelopment on June 3, 1948. The vision was to turn the Western Addition into a "garden suburb" for (white) professionals and middle-class families.

Redevelopment of Western Addition occurred in two phases: Phase A-1, 1956-1973, and Phase A-2, 1964-2009, making it one of the nation's longest-running urban renewal projects. Phase 1 focused on the intersection of Geary and Fillmore streets, and included the widening of Geary to create an east-west boulevard and underpass to allow the boulevard to bypass the old Fillmore Street shopping district. At the time, the population in the area was 6,112. After the first phase, 1,350 households and 358 businesses were "relocated". Phase 2 began in 1964, when the redevelopment area was expanded to 60 square blocks. The Redevelopment Agency used eminent domain to purchase Victorian homes and buy out local businesses, which were forced to close. The construction projects included: the widening of Geary Blvd into an expressway, renovation and expansion of two public and three private schools, a new post office and medical facilities, a new library branch, expansion of several existing churches and construction of the Japanese Cultural and Trade Center.

Redevelopment came at a heavy price. In all, about 90 city blocks—350 acres—were torn down. Redevelopment displaced 883 businesses and 4,729 households. 2,500 historic Victorian homes were demolished and thriving small businesses were shut down, compromising the livelihood of owners. Thousands of units were seized and razed in a short period of time while replacement housing took years to construct, and the Redevelopment Agency failed to adequately plan for relocating displaced residents. The revitalized middle-class community envisioned by the Redevelopment Agency never materialized, as banks were hesitant to provide financing in a disinvested, leveled neighborhood. Many properties remained empty for decades, and even today the Fillmore is littered with vacant storefronts. A large portion of residents never returned to the area. Reverend Amos Brown, head of the NAACP's San Francisco branch says, "There is still frustration, hopelessness and a negative mind-set on the part of the African American community because of what redevelopment did... They wiped out our community, weakened our institutional base and never carried out their promise to bring people back."



Redlining Map (1937)

1930s

## Urban planning

The Western Addition was one of the few neighborhoods in San Francisco that would rent to non-whites. In the 1920s, the Federal Housing Authority (FHA) began designating neighborhoods' eligibility for FHA-insured home loans. The FHA deemed non-white areas "red", or risky, which allowed banks to refuse home repair loans. This led to disrepair in non-white communities. Such disrepair, in addition to the "unacceptable" population led planners and outsiders to label neighborhoods "slums," without considering the reasons behind conditions.



Buchanan Mall resident Stella Baker and the Sophisticated Silhouettes

1940s

## The Harlem of the West

During and after WWII, thousands of African Americans migrated to San Francisco for well-paying wartime jobs and to escape Southern violence and Jim Crow laws. At the same time, Japanese Americans who had previously populated the Western Addition were forcibly moved to internment camps. As a result, Fillmore Street became home to dozens of jazz venues that hosted some of the major musical stars of the era, including Ella Fitzgerald, Louis Armstrong, Dexter Gordon and Billie Holiday.



The newly built Plaza East towers

1950s

## Redevelopment: "Urban renewal means Negro removal" —James Baldwin

As the shipyards closed and soldiers returned home, racial tensions mounted and unemployment in the Western Addition rose to 30%. The redevelopment of the Western Addition became one of the largest and longest urban renewal projects in the country, encompassing 90 city blocks and impacting close to 20,000 residents. Blocks of Victorians were razed to make way for new developments such as the Yerba Buena Plaza East Apartments, modern high rises built to house a dense population. These towers came to be known as OC, or the "Outta Control" projects.



Free Breakfast Program

1960s

### The Black Panther Party

The Black Panthers' San Francisco office on Fillmore Street was home to its printing press and became the national distribution center of the Party newspaper. The Panthers' Free Breakfast for School Children Program also started in the Fillmore, at a small Catholic church in 1968. The program provided daily meals to impoverished children and soon spread to every major American city where there was a Black Panther Party chapter.



Mary Rogers

1970s

### Western Addition Community Organization

After two decades of historic Victorian houses being razed or wheeled out of the neighborhood, the community organized to fight back. The Western Addition Community Organization (WACO) launched a unified opposition plan against the San Francisco Redevelopment Agency, demanding community participation in planning, replacement housing and financial assistance for those displaced. Famously, Mary Rogers, a local resident and mother of 12, laid down in front of a bulldozer.



Jacqueline Henderson & Louise Harvey, two founders of the Ammel Park Co-op

1980s

### Co-ops founded to protect residents

San Francisco became one of the few major American cities to experience a reduction in its African American population. Community leaders began working with the Department of Housing and Urban Development (HUD) to develop legal structures to protect residents of public housing and their families from displacement, such as the cooperative housing model. Louise Harvey was among the leaders who founded the Ammel Park Cooperative; her grandson Tyrone Mullins would also become a community leader by



Alice Lane, co-owner of Virgo's Market & Deli

1990s

### Fallout from the crack epidemic

*Virgo's Market & Deli* was one of the many small black-owned businesses that thrived in the wake of redevelopment. Co-owner Alice Lane said, "Our main purpose for opening up a store is 'cause I had four sons and one daughter and my husband had to teach them how to work." The crack epidemic and resulting violence and incarceration forced the Lanes to close Virgo's after 18 years of business.



Plaza East towers torn down

2000s

### The end of the towers

After 50 years the Plaza East towers known as the "Outta Control" (OC) Projects were torn down. OC had become notorious for the kind of inner city violence seen in high density housing projects all over the nation. HOPE VI funded the rebuilding efforts to replace the OC towers with townhouse-style family housing. With fewer residents, small backyards and community style courtyards, housing developers hoped for a change in the behavior of the residents.



Green Streets

2010s

### Green Streets founded

Tired of a cycle of joblessness, incarceration and community blight, a group of young men and women, including Tyrone Mullins, cofounded a social enterprise called *Green Streets* to bring jobs, cleanliness and hope back to the community. Regional Manager and social advocate David Mauroff spearheaded the job creation engine. The renovated Plaza East is one of Green Streets' original work sites.

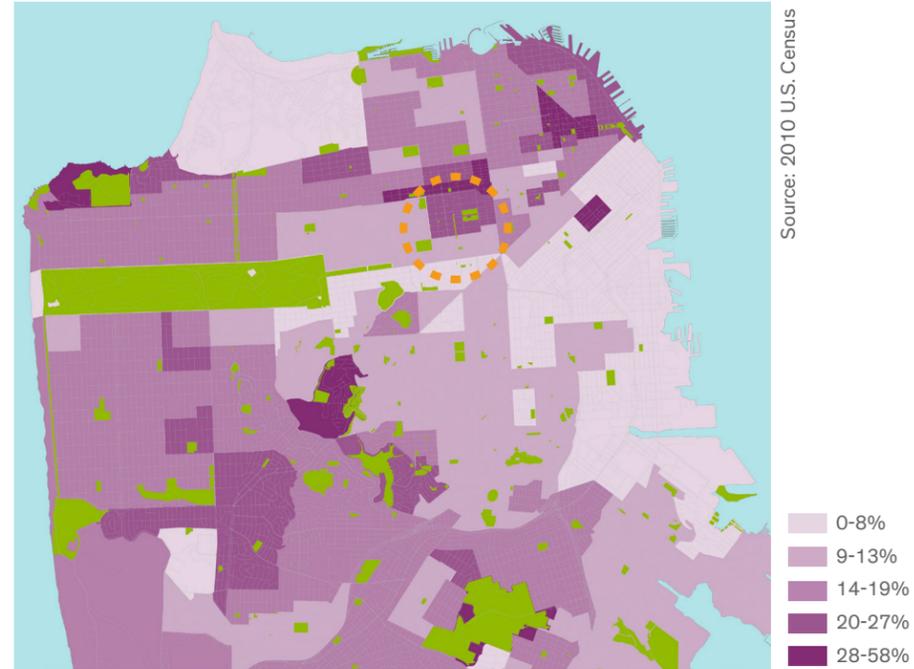
# DEMOGRAPHICS

The Western Addition is characterized by both ethnic and socioeconomic diversity. A few quick facts:

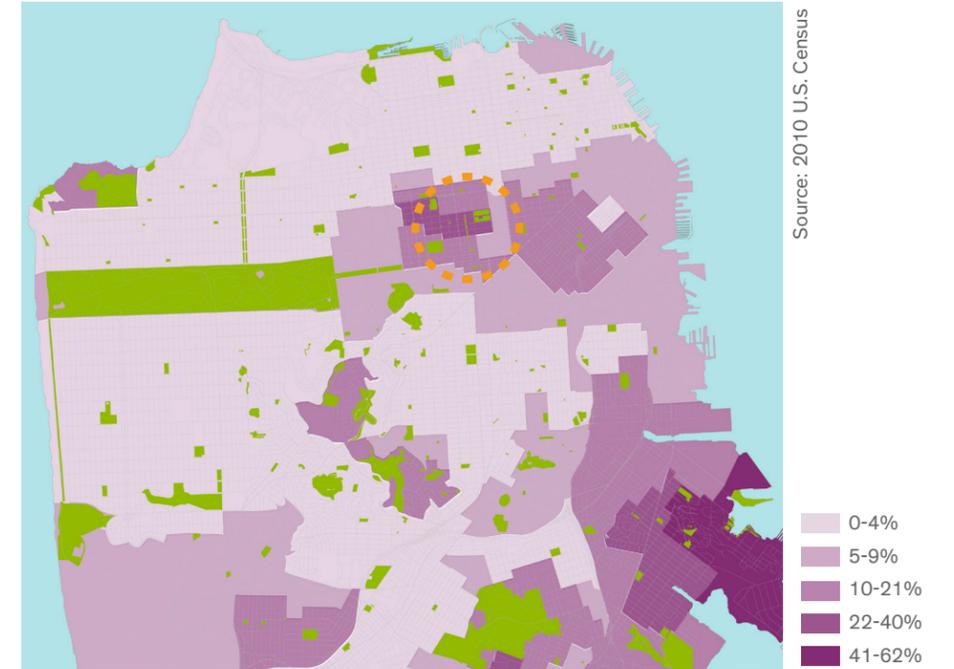
- Twice as dense as San Francisco's average density.
- 15% African American, 20% Asian, 55% White.
- 24% of residents are foreign-born.
- 31% of families live below the poverty line.
- 45% of residents do not own a car.

Census Tract 161 encompasses the Mall community:

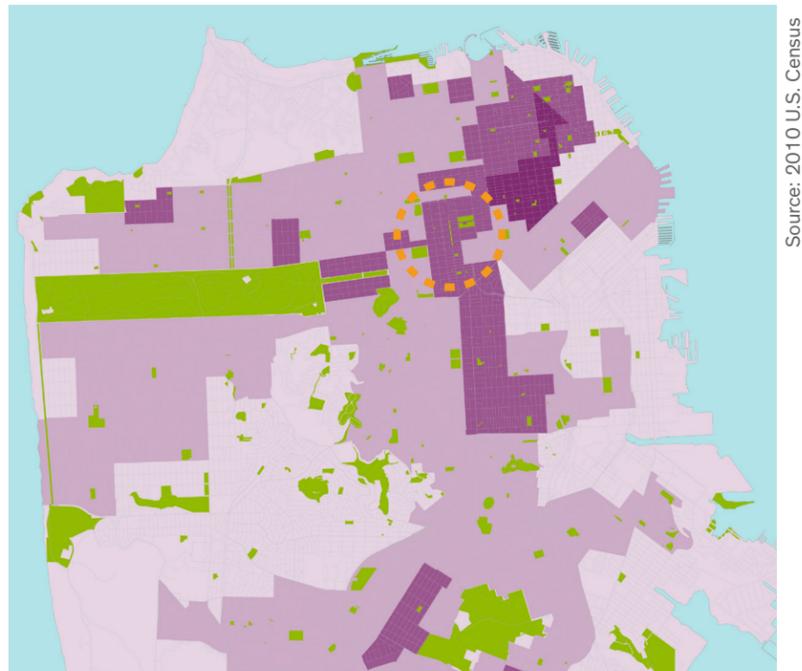
- 26% of the population is 65 years or older.
- 37% African American, 22% Asian, 30.5% White.
- 92% of residents rent their housing.



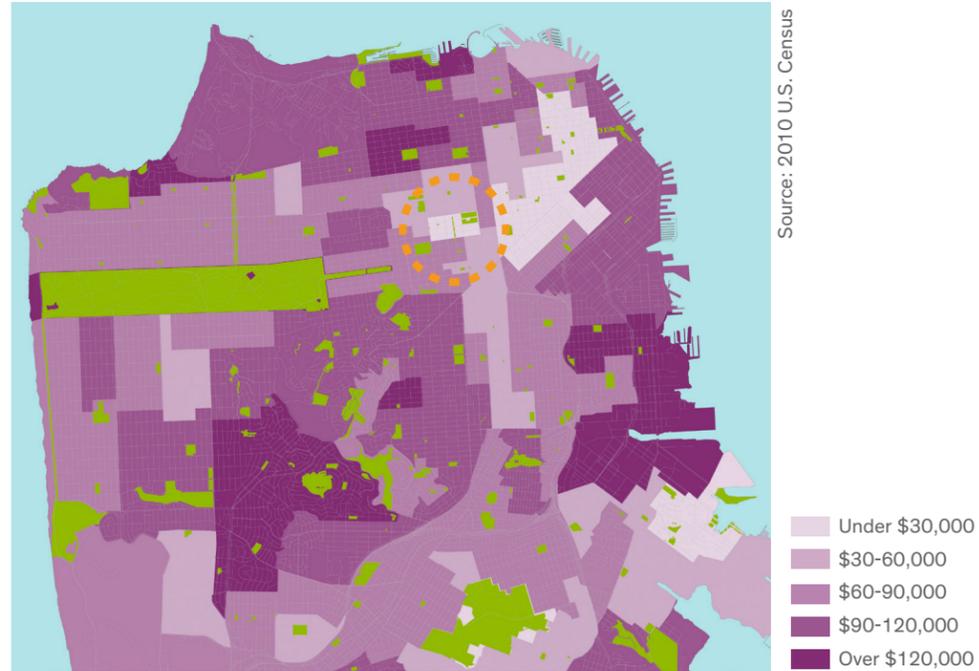
Population over 65



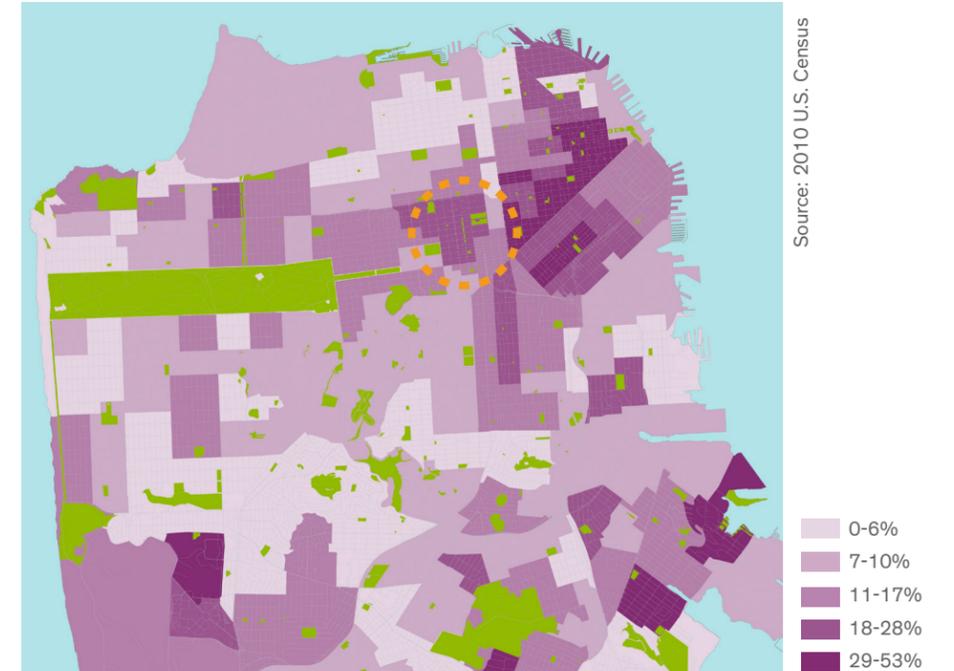
African American Population



Population Density  
(persons per sq. mile)



Median Household Income



Population Below  
the Poverty Line

# MAPPING THE LEGACY OF REDEVELOPMENT



## Redevelopment's Physical Legacy



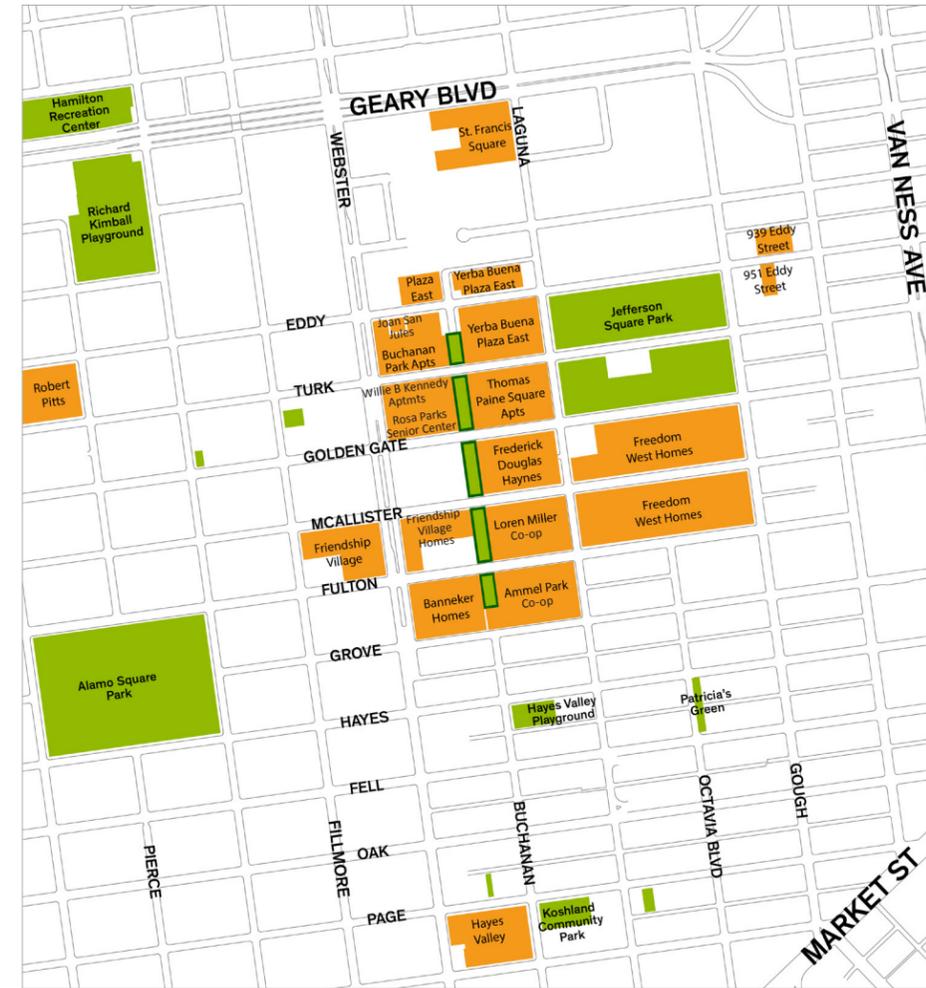
Source: SF Planning Department

- Individual parcel
- Redevelopment Area
- Parks
- Buchanan Street Mall



The Buchanan Mall is contained within a series of megablocks that contributes not only to its current isolation, but also to its potential as a connective corridor touching ten subsidized housing properties.

## Subsidized Housing



Source: SF Open Data

- Subsidized Housing
- Parks
- Buchanan Street Mall



Planners' vision for the Western Addition was to eliminate "dangerous intersections" by reducing the amount of roads, and building far apart towers for "more sunshine". Rather than enhancing safety, this tower and megablock pattern created silos of extreme poverty. As drug use and violence rose, properties installed spiked gates, isolating residents from their neighbors. Source: *New City: San Francisco Redeveloped*, December 1947, the San Francisco City Planning Commission.

## Transportation & Movement



Source: SF Open Data

- One way streets
- Bus stops
- Bus routes
- Bike routes
- Bus Rapid Transit
- Parks
- Buchanan Street Mall



A network of cross-town one-way streets creates high-speed dense traffic during commute hours, exacerbating the sense of danger and isolation in the housing developments.

# MAPPING THE LEGACY OF REDEVELOPMENT



## Destinations & Attractions



Source: Commercial land use & residents' knowledge

- Local destinations
- Local retail & restaurants
- Regional destinations
- High-end retail & restaurants
- Parks
- Buchanan Street Mall



Hayes Valley to the south, Fillmore Street north of Geary, and Japantown are havens of upscale and boutique shopping. To the east lies Civic Center and the city's finest arts institutions. *"Sometimes it doesn't feel like it's home... I mean, it feels comfortable for others that have migrated here, but to us natives, we feel like the visitors now."* —Richard "Big Rich" Bouget

## Schools & Community Organizations



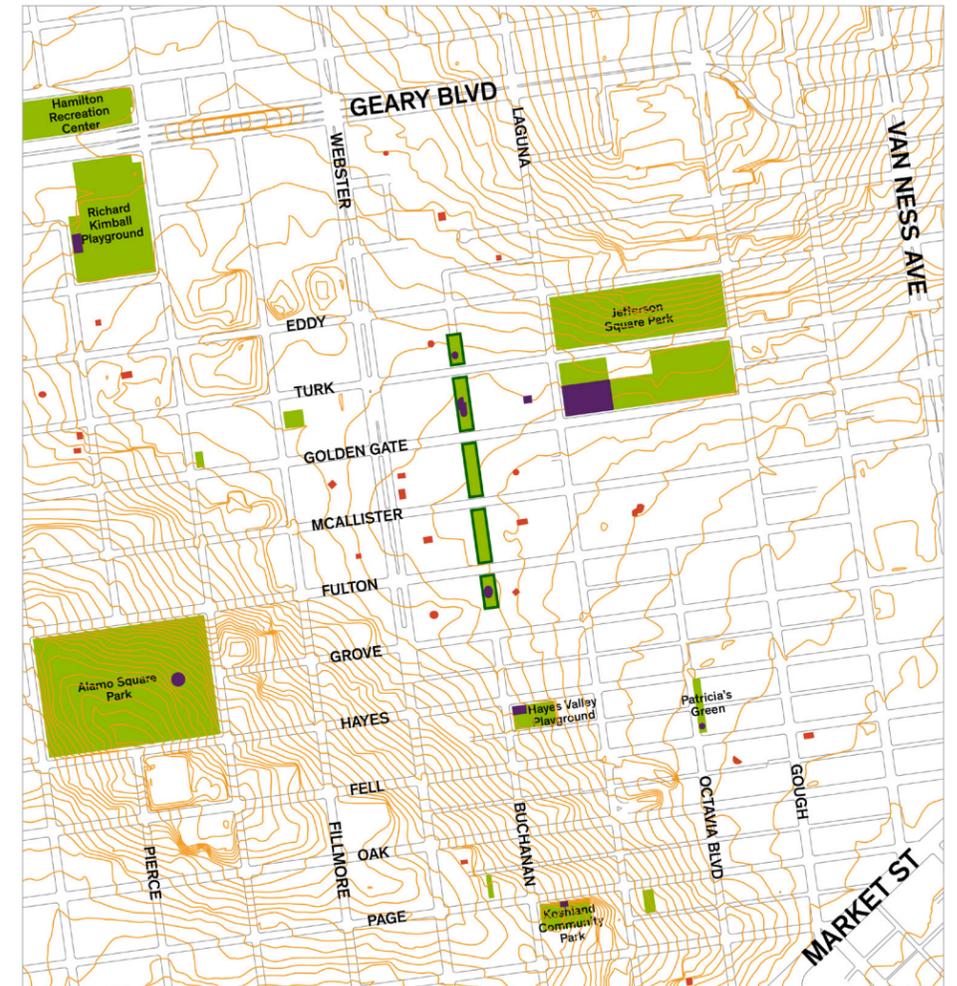
Source: SF Open Data

- Community centers
- Public schools
- Private schools
- Parks
- Buchanan Street Mall



The Buchanan Mall is bookended by Rosa Parks Elementary at the North and John Muir Elementary at the South. Rosa Parks has a 55% socioeconomically disadvantaged population, and John Muir is on record as "one of California's worst schools." Source: sfusd.edu.

## Elevation & Playgrounds



Source: SF Planning Department

- 5 ft Elevation contours
- Public playgrounds
- Private playgrounds
- Parks
- Buchanan Street Mall



While in a park-rich area, many of the neighboring parks and playgrounds are uphill or inside private housing communities. Most playgrounds are designed for young children, leaving teenagers and elders with little to do.

# HOUSING & COMMUNITY BENEFIT ORGANIZATIONS



100 feet



## HOUSING DEVELOPMENTS

Each housing complex has its own leadership and community.



## COMMUNITY CENTERS

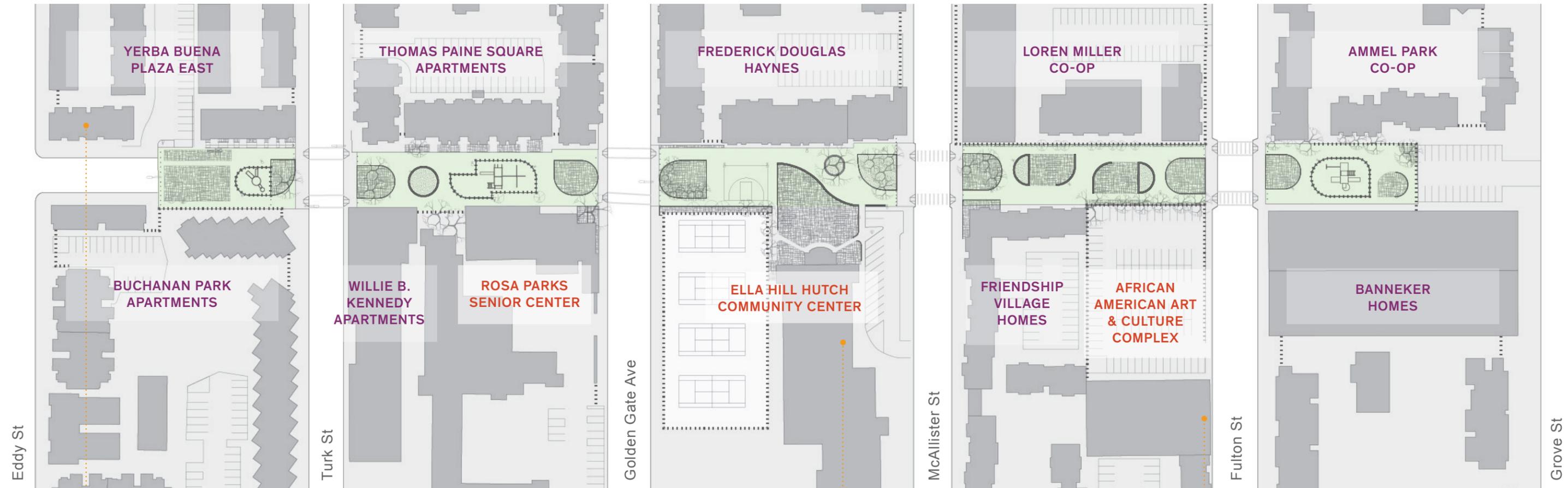
Anchor tenants on the Mall are deeply invested in the community.



## COMMUNITY ORGANIZATIONS

Resident-founded community organizations have been working towards a brighter future for years.

↑ Laguna St



GREEN STREETS

HEALING 4 OUR FAMILIES & OUR NATION

- HACK THE HOOD
- MO' MAGIC

- AFRICAN AMERICAN SHAKESPEARE COMPANY
- AFRO SOLO THEATER COMPANY
- COMMUNITYGROWS & BEETS
- PROJECT LEVEL
- PUSH YOUTH DANCE PROGRAM

↓ Webster St

\*Residents of **FREEDOM WEST HOMES**, separated by Laguna Street to the East, are part of the Buchanan Mall community and have been deeply involved in the community engagement process.

# CIRCULATION & HOUSING ACCESS



100 feet

## Pedestrian access



- main entrance (public)
- multi-unit entrance (private)
- individual unit entrance (private)
- pedestrian parking lot entrance (private)

## Vehicle access



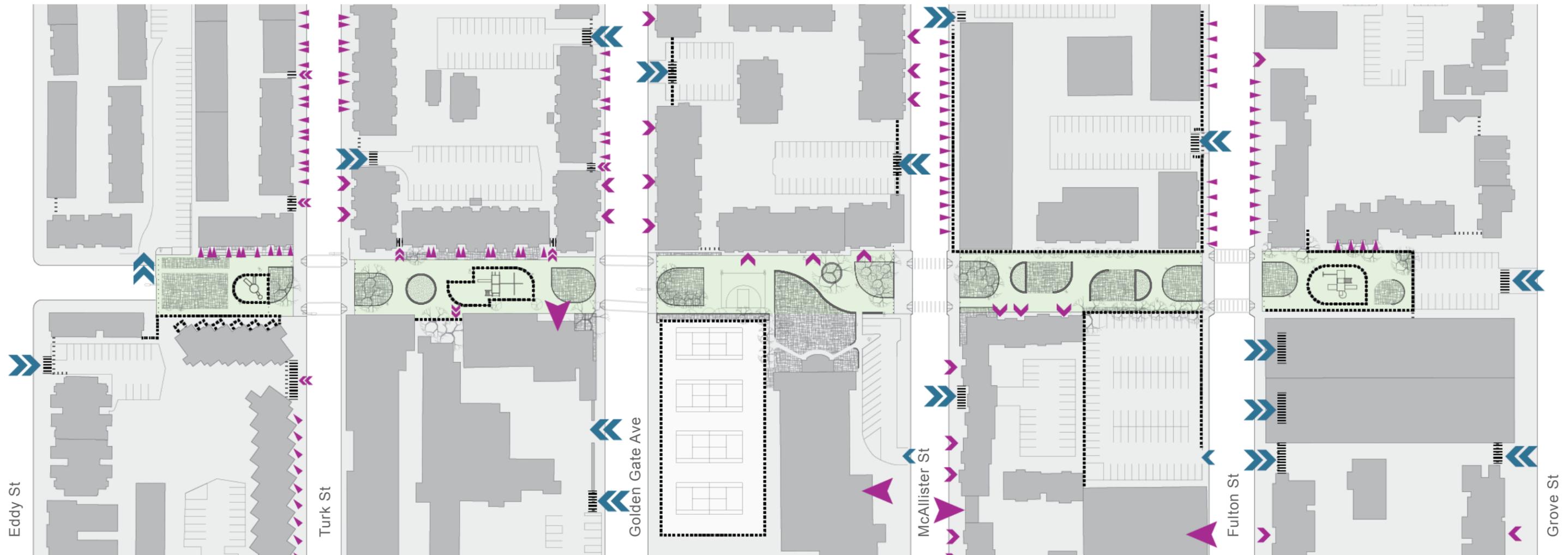
- gated parking entry (private)
- parking entrance (public)

## Barriers



- fences

↑ Laguna St



↓ Webster St

# NEIGHBORHOOD CHARACTER



The African American Art and Culture Complex (AAACC) is home to Afro-centric arts and cultural education and programming.



Ella Hill Hutch Community Center is home to Magic Zone, Collective Impact and youth programming.



The Rosa Parks Senior Center is home to 192 residents.



*When I'm in the mall I feel still at home but I just don't feel safe. Have you ever been unsafe in your own home? That's how it feels walking the mall.*  
—Sala Mehari



*The Buchanan Mall has always been home to me, it's been life, it's been vibration, it's also been the source of more loss in my life than I thought I could ever know. But I feel good about it today.*  
—Mattie Scott, Healing for Our Families and Ourselves



Plaza East memorial



# OUTREACH & COMMUNITY ENGAGEMENT OVERVIEW



2015



## Community Engagement Begins

Using documentary screenings hosted in local subsidized housing community rooms, Green Streets and Citizen Film begin community outreach by asking residents to reflect on what the Buchanan Mall means to them, and what a positive transformation could do for the neighborhood.



## Activation Process Begins

Green Streets gives a tour of the Buchanan Street Mall to The Trust for Public Land, San Francisco Recreation and Parks Department and the Exploratorium Studio for Public Spaces.



## Activation Community Meetings

Green Streets and Citizen Film begin hosting weekly community meetings at the AAACC and invite Buchanan Mall neighbors, from youth to elders, to discuss local challenges and barriers to change. After months of community meetings, the Exploratorium Studio for Public Spaces (SPS) joins the meetings and leads a series of participatory design workshops. Residents share their hopes for the Mall by drawing and building models.



## Activation Elements Installed

Green Streets, local youth, elders and other neighbors come together with the SPS build team to construct and install gateways at the intersections of all five blocks, three garden installations and two audio domes that play local stories, such as the *Green Streets Story*, *Tales of Virgo's*, *Enterprising Women* and *CommunityGrows*. Youth from CommunityGrows help paint planters that they maintain throughout the coming year.



## Activation Celebration

On November 7, 2015, hundreds of neighbors gathered to celebrate the completion of the installations, listen to the audio dome stories, share food and reflect on their hopes for a unified and vibrant future.



2016



### Visioning Community Meetings

An expanded Design Task Force—which includes residents of all ages and representatives from local arts and community organizations—reconvenes to formalize the community vision for the park. The SPS invites renowned urban planner James Rojas to kick off the first of three community design workshops and follow-up reflection meetings. Partners work together to translate community values into a proposed diagram. After presenting this, partners incorporate community feedback into the diagram and *Vision Statement*.



### Youth Media Labs

Youth from Mo' Magic, Project Level and TVHype worked with Citizen Film to direct and produce four short documentaries about the Buchanan Mall community. These stories—*We Are the Seeds of Change*, *Bringin' the Neigh Back*, *Friendly Foods* and *So Close But Separate*—were installed in the audio domes in November 2016.



### Cultural Corridor

The African American Shakespeare Company expands their annual month-long outdoor summer festival of local performing artists to include the Buchanan Mall. Performances from the African American Shakespeare Company, AfroSolo and Project Level, among others, bring the community together in celebration of local talent.

2017



### Vision Statement Celebration

Partners will host a celebration of the community vision and distribute a booklet condensing the *Vision Statement* for community members.



### Ongoing Changes

Some installation elements are slated to be removed at the end of 2017, while new installations, gardens and prototypes are coming soon.

# NEIGHBORHOOD PARTNER PROFILES

Activists • Artists • Educators • Entrepreneurs • Youth Leaders

Green Streets saved my life.

—Randolph Lee



**Tyrone Mullins** cofounded Green Streets in 2010 within the McCormack Baron Ragan properties that bookend the Buchanan Mall. The social enterprise was founded on the principles of creating legal employment opportunities for people with barriers to employment, including lack of access to quality education, criminal records and mental health challenges. Green Streets works in public housing to support San Francisco's Zero Waste mandate of diverting as much waste as possible into recycling and composting streams.

Raised in part by his grandmother Louise Harvey, Tyrone was exposed to community organizing, activism and housing advocacy from his early days. Louise was one of the founding members of the Ammel Park Cooperative housing board, and took her community's right to affordable, livable housing as seriously as she took her grandchildren's education and upbringing.

Tyrone inherited his grandmother's leadership, passion and determination to uplift the community, even if he had to take the long road to self discovery via the streets and prison. He now has a son, a stable home and many accomplishments, including an Ashoka Changemakers Emerging Innovator award; a fellowship from Stanford University's Project ReMADE; and a "Champions of Change" award from the White House and US Attorney General Eric Holder. He is committed to improving his community beyond waste-management. The Buchanan Mall is one of those commitments.



**Randolph Lee** grew up in the Western Addition during the '70s and '80s and is one of five children. His family lived in Hayes Valley Apartments where he has seen every kind of crime committed. Randolph learned early on that jobs at McDonald's paid much less than working in the underground economy, and with few other options, he ultimately fell into a cycle of incarceration, further limiting his employment opportunities. Randolph began working with Green Streets in 2013. He often says "Green Streets saved my life."

Randolph's family moved to Vallejo to escape the violence of the '80s crack epidemic. His brother **Roger Blalark**, a teenager at the time, split his time between the two cities. Roger joined Green Streets a year after Randolph did. Together they work to reach out to their community. Making change in the Buchanan Mall brings them an opportunity to right the wrongs of the past and provide leadership to future generations.

**Shannon Watts** was born and raised in Plaza East, the "Outta Control Projects," when they were still high-rise, high-density towers. She has experienced firsthand the impact these towers had on neighborhood violence, both on her family and on herself. Shannon joined the Green Streets workforce in 2011 with a desire to make change in her community and within herself. In 2013, Shannon was shot on the Buchanan Mall right outside her granny's house. This incident changed her perspective on safety in the neighborhood and steered her towards making a change in the neighborhood.

Shannon has been committed to helping young women growing up in neighborhoods and circumstances just like hers, to be part of the solution, not part of the problem. Finding a way to advocate for her peers, herself and the next generation is the focus of her work on the Buchanan Mall.



**Raymond Wade** and his godmother **Stella Baker** are leaders and long-term residents in Banneker Homes Apartments. They have seen the Western Addition transform through the phases of redevelopment. They remember when Buchanan Street was turned into a Mall in 1975. Stella reminisces about climbing to the top of the brewery tower for the best view of the city. All that remains of the brewery is the storage warehouse, which has since been turned into the African American Art & Culture Complex.

Stella is originally from Louisiana, moving to San Francisco during WWII. She was part of the Sophisticated Silhouettes social club. She remembers dancing to BB King and Ray Charles on Fillmore Street, staying out all night and getting home at nine or ten o'clock the next morning. "You will see a lotta African American people what would go to the different clubs and things and it was really nice.... the older people would love to dress. You'd see mink coats, Cadillac cars, but you don't see that anymore now. It's too bad."

Raymond is originally from Houston, TX. He moved to San Francisco as a child because of his asthma. He was a dancer, a photographer and an actor. He remembers the '60s fondly: "San Francisco became a melting pot for black and white. If you start looking at old pictures of San Francisco, like in the Haight Ashbury and things like that, you'll see that at that time, everything started meshing together, black and white and gay and straight and all those things started becoming just one thing. That's what made San Francisco so special."

Both Stella and Raymond have shared their stories in hope of passing some wisdom to the youth of the neighborhood.

# NEIGHBORHOOD PARTNER PROFILES

Activists • Artists • Educators • Entrepreneurs • Youth Leaders



**Mattie Scott** is a faith-based violence prevention specialist, educator, spiritual healer and dedicated activist. She is the Founder and Executive Director of Healing 4 Our Families & Our Nation, a San Francisco nonprofit that offers holistic health and restoration services for survivors of violence and homicide, mental health issues and mass incarceration.

Mattie's faith has helped her weather every storm in her life, including the tragic shooting of her youngest son, George C. Scott, 24. George was shot and killed July 17, 1996 while trying to be the peacemaker between two acquaintances, in the Ammel Park housing complex. The devastation, shock and disbelief of losing her youngest son to senseless gun violence changed her life forever. Today, Mattie lives to be a change agent for peace, justice and action for survivors of homicide and violence.



**Norma Robinson Brown** moved to San Francisco in 1962 from New Orleans. She is both a housing advocate and an educator. A resident of Loren Miller Homes, Norma is a leader in her housing cooperative, having learned about housing from the late activist LeRoy King.

Norma works hard to uplift the youth in her community. She nominated Widya Batin for a youth leadership award for the National Council of Negro Women in 2016 for her work along the Buchanan Mall.



Born in Ozan, AR, **Eugene E. White** has traveled the world observing and documenting the Black experience. He arrived in the Bay Area in 1958 and opened the first Black-owned art gallery in San Francisco. His mural "Juneteenth," portraying the Great Migration of African Americans, graces the side of Ella Hill Hutch Community Center. He says, "In visual art I begin with me... and in memory of many of the beautiful people that I have met and watched grow. For art has the power to show the self and to preserve the heritage of the Black experience."

*All the [Mall] events are filled with people of the community, their kids enjoying food, games, presentations, music and live performances. I like attending because it makes me feel a part of something.*

—Jazmine Thomas



A youth leadership team began to take shape in the first phase of the Buchanan Mall activation. **Widya Batin**, just finishing her Sophomore year in high school, joined the design task force with some skepticism. After engaging in the design workshops and presenting to the Commission Board at City Hall, she found her voice. Widya was born and raised in the Western Addition community, but never really knew the full history of the place. Her father is African American and her mother is Indonesian. With no other relatives from this area nor many friends, she was stuck only seeing her home the way it's perceived from the outside: quiet, deserted and boring.

*"Who would have ever known that there used to be a roller skating rink, barbecues, or that some of the members in my community were part of the lively history of Fillmo'?"*

Now in her second year, Widya has taken a vocal leadership role and an active design role in the outreach and engagement tied to the new vision for the park.

**Sasha Earle** took her sister's place at the table after Chrislyn moved away to college. Sasha is the third generation of Western Addition residents. The Fillmore



neighborhood she grew up in felt like it had no spirit, and that the people there were all filled with negativity and violence.

Being a part of the process for the new installations, lighting and seating on the Mall, and learning the history and stories of the neighborhood, has shed new light on her home.

Sasha invited her friend **Sala Mehari** to engage in the youth leadership and outreach along the Mall. Sala's parents and her five siblings live in Frederick Douglas Haynes Garden Apartments, they are immigrants from Eritrea and maintain a strong connection with the Eritrean community in the neighborhood.

**Jazmine Thomas** and her family have been living here all her life, in her childhood on Pierce Street and then they moved to Friendship Village. During this process she has been involved in the many community events.

*"I'm tired of collecting obituaries and only going to church when it's a funeral. We shouldn't have to go through that."*

*I enjoy playing on the basketball courts and the community barbecues we have now. Oh and dancing, I love dancing on the Mall in the sunshine.*

—Sasha Earle

# ACTIVATION

## COMMUNITY DESIGN WORKSHOPS

The Trust for Public Land (TPL) works with local communities and other partners to envision, fund, design and create vibrant community spaces. In 2015 TPL worked with community members and the Exploratorium Studio for Public Spaces to design a temporary art installation within the Buchanan Mall, called the "Activation." The Activation was installed in the Fall of 2015 and will be in place until at least the Fall of 2017. A temporary installation of gardens, seating areas and decorative lighting, the Activation was intended as a "fast-and-cheap" beautification project that could also inspire future investment. Highlights of the film, audio, photography and other art work telling residents' stories are featured in park installations and arts programming, which provide public forums for vetting ideas, building consensus and turning ideas into action.

Inspired by the ongoing community meetings that Green Streets and Citizen Film initiated, The Trust for Public Land engaged the Exploratorium Studio for Public Spaces (SPS) to bring creative placemaking, structural design, prototyping and building expertise to a community conversation already in action. A Task Force—a dynamic group of elders, youth and working adults—had come together to create dialogue around the social, historical and interpersonal conditions of the Buchanan Mall. Our role was to guide a participatory design process to help the Task Force translate their ideas and visions into concrete creative placemaking elements. In a series of meetings, we led community members through each stage of the design process: discovery of values, inspiration gathering, model making, prototyping, fabrication and finally, installation.

The Exploratorium has a long tradition of iterative prototyping, a process of testing an exhibit experience with visitors on the museum floor and making changes based on our observations. We modified this way of working to design the Buchanan Mall installations: creating small models iteratively with the community, and testing the resulting structures at events on the Mall. The Activation itself is a prototype: a short term, low cost experiment that can be refined based on community feedback.

Through engagement efforts by Citizen Film, Green Streets and The Trust for Public Land, much of the neighborhood dynamics and priorities were articulated before our team entered the design process. The community asked that a significant structural element appear on all five blocks in order to unify the park, both visually and socially. There was a high emphasis on safety, which included more lighting and unobstructed lines of sight. Most importantly, the community wanted local history, neighborhood character and resident leadership, rather than national African American icons, to be displayed.

Based on these values, our team began gathering images of public spaces around the world. We invited the community to choose images that resonated with them, and share why. Inspired by their associations between values and image choices, we created an architectural "canvas," or armature, that could be infused and enriched with the community's design choices in subsequent design iterations. We printed out copies of this skeletal armature and had participants populate the blank canvas with their ideas. Community members could attach images that they selected in the previous exercise, or they could sketch their own ideas.

From there, we created a model kit of parts. The Task Force used this kit to build basic three-dimensional structures, and then added flair to these structures with clay, yarn, cellophane, model people, moss and other craft materials. The community also worked in the Exploratorium studio to prototype some of their ideas on a full-scale mock-up. Based on these models and prototypes, we presented an initial structural design to the Task Force, and revised it based on their feedback.

There were two critical outcomes of this process beyond the resulting physical installations: healing conversations among community members, and a sense of ownership over their own space. Both are crucial to combatting deep, inter-community tensions and past city injustices, while simultaneously bringing the community together to nurture something truly fresh, restorative and creative.

We hope that this kind of engaging, empowering and empathetic process be continued through subsequent design phases in order to further enfranchise the community for generations to come.

—Exploratorium Studio for Public Spaces



Community members created models to envision how the installations would be assembled.



The Task Force assembled a prototype at the Exploratorium.



Community members painted planters and were hired to install elements.

# ACTIVATION INSTALLATION ELEMENTS, MAP & USE



Few people occupy this installation.

Residents have said that the new lighting and plants have contributed to feeling safer on the Buchanan Mall.



These seats are popular for watching basketball games.



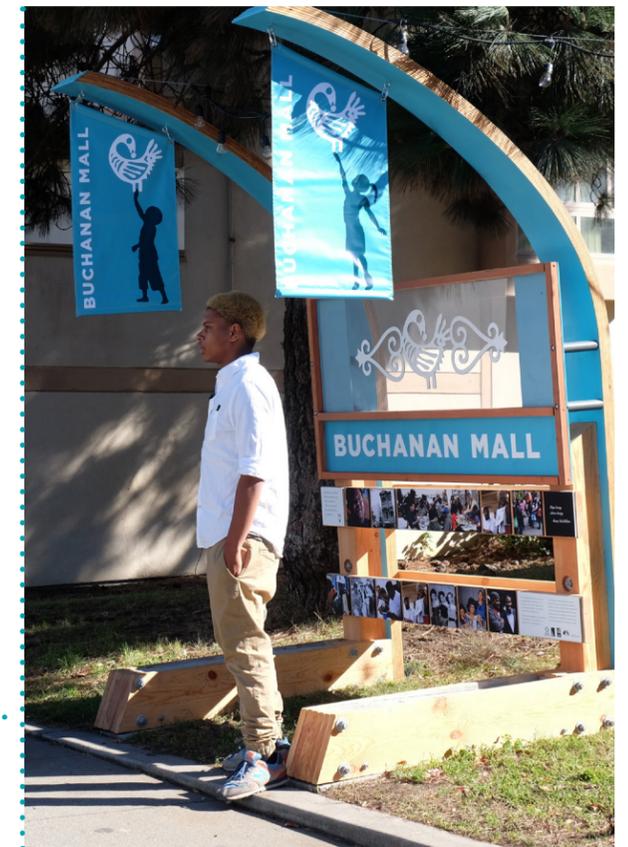
These two installations are the most heavily used because they have nice plantings, opportunities for seating and shade. Good for groups or individuals and local stories can be heard from the dome.



The seniors from Rosa Parks Senior Center occupy this space during the day, until the center closes at night.

The youth sit here often, they say it's a good spot to hang out and talk.

Gates identify the mall and residents enjoy seeing photos of themselves and other locals.



# COMMUNITY EVENTS CALENDAR 2015-17

2015

November

..... Activation Opening



December

..... Winter Wonderland



2016

January

..... Martin Luther King Jr. Day  
..... Mayor's Day in Service



April

..... Violence Awareness Month

May

..... Visioning Process Begins

..... CommunityGrows  
..... Healthy Cooking Workshop



June

..... Juneteenth Celebration

..... Rosa Parks Senior Matinees

..... Youth Media Labs



July ..... Eugene White Day .....



August ..... National Night Out .....  
 ..... Backpack Giveaway & Health Fair .....



September ..... Cultural Corridor with the African American Shakespeare Company .....  
 ..... Visioning Presentation .....



October ..... Halloween .....



December ..... Kwanzaa with the Village Project .....  
 ..... Winter Wonderland .....



2017

February ..... Black & White Ball .....



March ..... Vision Statement Release Party .....



# VISIONING COMMUNITY DESIGN WORKSHOPS

Building on the knowledge gained during the Activation process and installation, the core partners collaborated to learn more about community goals in order to translate those into park amenities.

## Workshop 1



Community residents participated in a design exercise where they talked about childhood memories and built models of their favorite places. They talked about community values and goals for the Mall.

## Workshop 2



Community members were asked to choose 3 photos of places (selected by Youth Leadership Team and Exploratorium) and to write below why they chose that image and what values it reflects. Participants placed these on a map of the Mall.

## Workshop 3



Utilizing feedback about the kind of place residents want to see, The Trust for Public Land and Exploratorium created a functional diagram (less detailed than a concept plan) for each block. The core partners then presented these ideas to community members for review.

## Reflection 1



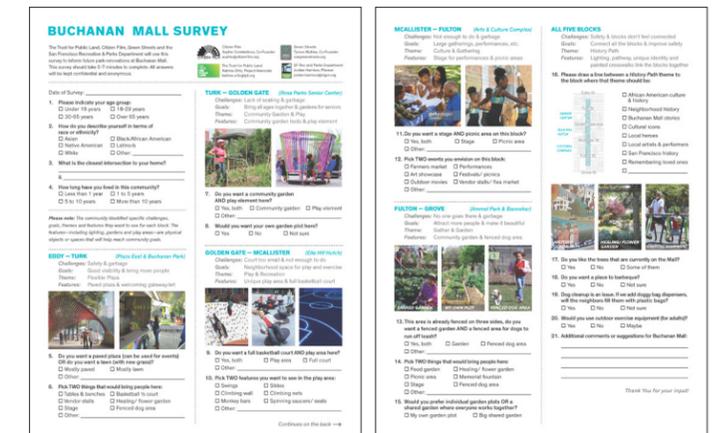
Community members reflected on the first workshop and talked about violence prevention and safety concerns. They also talked about the need for community members to occupy the space so that it's safe for kids.

## Reflection 2



Community members reflected on the second workshop and talked about how the installations being on the Mall has catalyzed positive change, and now they have hope that their aspirations for the Mall are attainable.

## Additional Outreach



Over 430 individuals were surveyed about the Community Vision Plan.

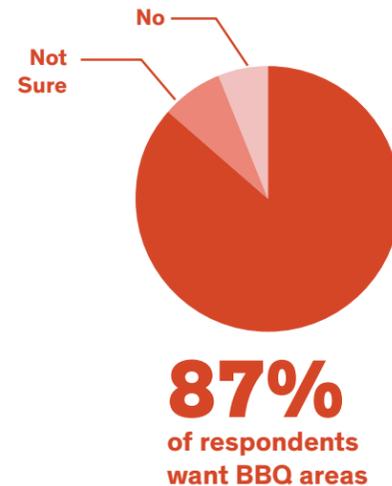
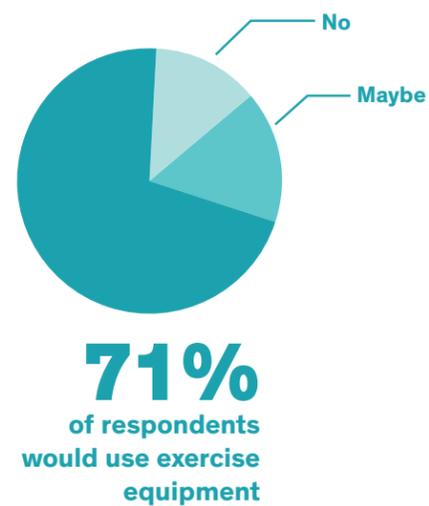
# VISIONING REFLECTING COMMUNITY VALUES

## Surveys & Results

Citizen Film conducted over 430 surveys with community members to ensure the Visioning ideas accurately reflected the amenities desired. The respondents were predominantly long-time residents:

- 61% identified as living in the community for 10 years or more
- 73% identified as Black/African American
- 61% reported their age group as 30-65 years old

\*Block-specific responses are listed on that block's page.



## Top 5 Amenities



Picnic  
Areas



Basketball  
Courts



Gardens



Swings



Slides

The core partners distilled the community values into four core Community Goals and identified corresponding park amenities to achieve those goals. These park amenities were then mapped on the Mall footprint with precedent images to illustrate the ideas and with themes identified for each block. The community goals coalesced into a road map for the renovation of the Buchanan Street Mall, the Community Vision Plan.

## Community Goals

### 1. CONNECTING ALL BLOCKS

## Corresponding Park Amenities

- Path with consistent design that connects all five blocks
- Direct access to housing and anchor tenant organizations
- Incorporate memorials, history, identity and stories on all blocks
- Lighting, trash cans and dog bag dispensers along the mall

### 2. SOCIAL EXCHANGE, ENGAGEMENT AND INTERACTION

- Microenterprise and vendor spaces
- Story-telling: places for listening and sharing
- Senior-specific areas, children-specific areas and intergenerational mixing
- **Spaces for barbecuing, picnicking and eating together**
- Theater and performance areas
- Space for big festivals and cultural events
- **Comfortable places to hang out together and relax**
- Placemaking and art

### 3. GARDENS

- Edible gardens (vegetables and flowers)
- Eco gardens (drought tolerant, bioswales)
- Special gardens (aromatherapy & healing gardens)
- Trees as defining elements

### 4. PLAY AND RECREATION

- Swings and slides
- Climbing walls and nets
- Spinning saucers/seats
- Spongy surface (dirt/sand not wanted)
- Active sports (e.g. basketball, throwing a ball, volleyball)
- Swings to relax on (e.g. porch swings)
- Adult exercise opportunities

# VISION FOR ALL FIVE BLOCKS



# EDDY – TURK FLEXIBLE PLAZA



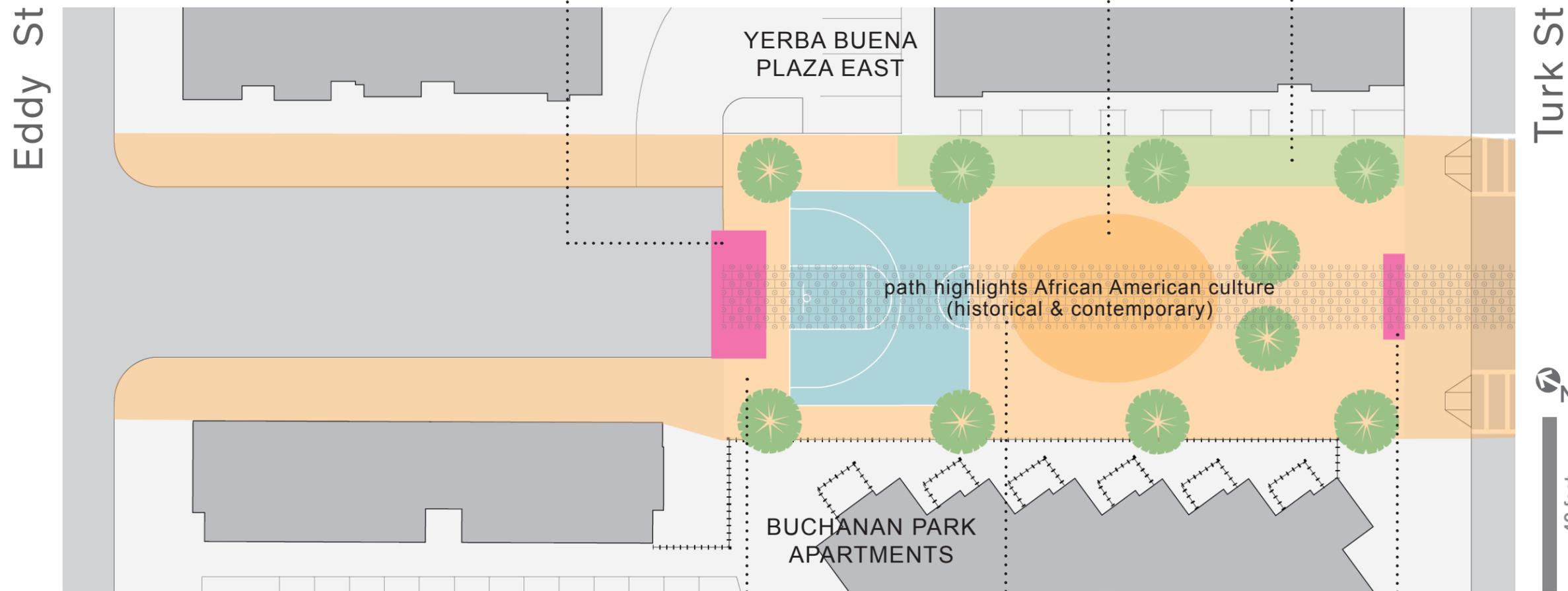
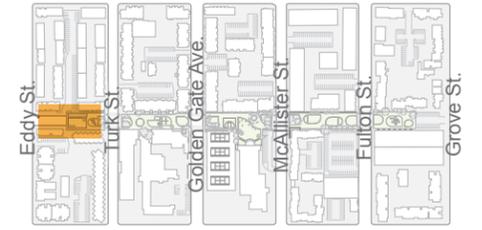
big gateway element (interactive)



flexible use plaza (performance, picnic, vendors, etc.)



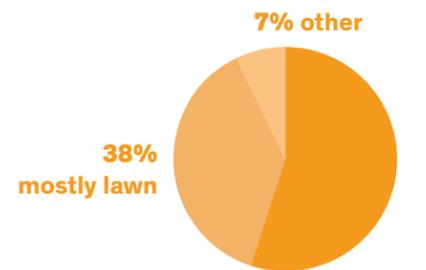
eco gardens



CONNECTING ALL BLOCKS  
EXCHANGE, ENGAGEMENT, INTERACTION

GARDENS  
PLAY & RECREATION

TREES



artful infrastructure throughout the mall



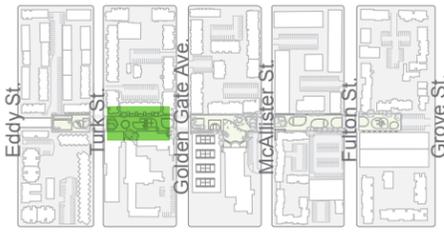
main path



gateway element/ art



# TURK – GOLDEN GATE GARDEN & PLAY



eco gardens



edible gardens



interactive element for all ages

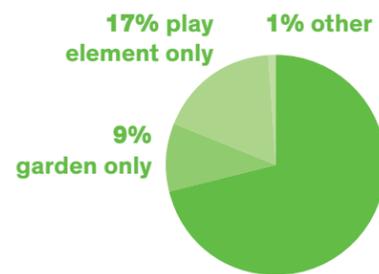
CONNECTING ALL BLOCKS

EXCHANGE, ENGAGEMENT, INTERACTION

GARDENS

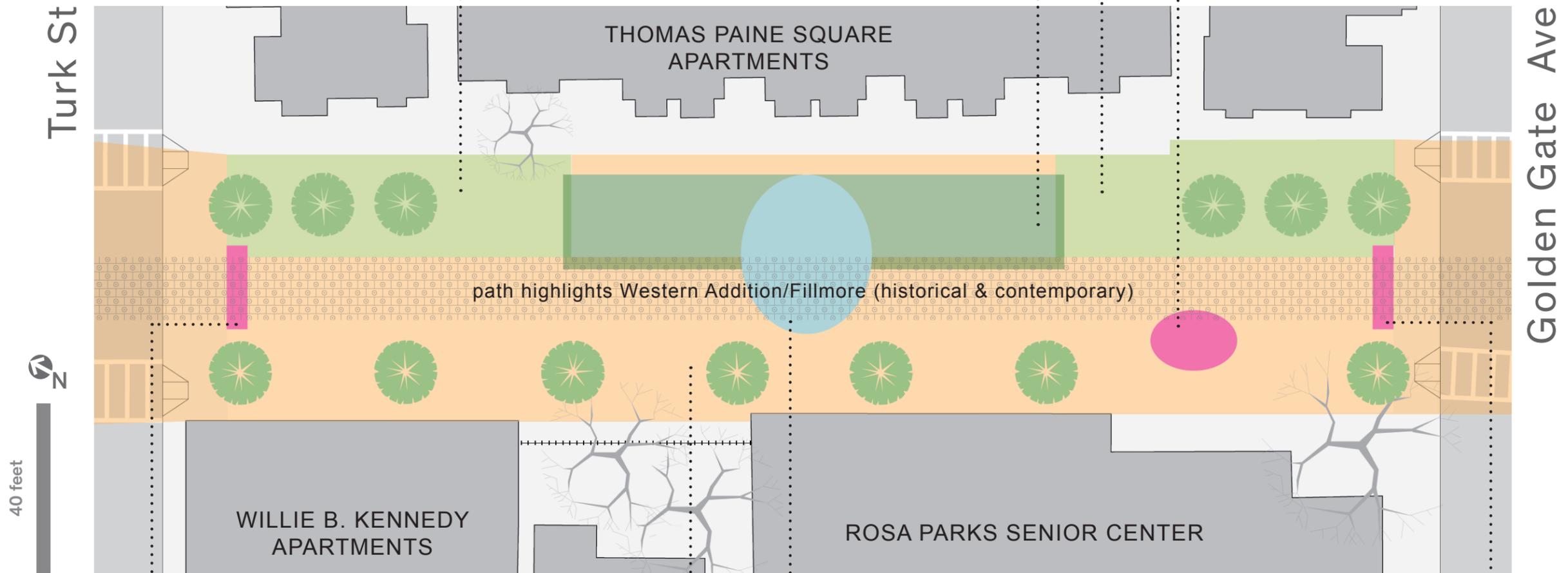
PLAY & RECREATION

TREES 



**72%**

of respondents support a community garden and a play element



flexible promenade with trees and seating



play element for all ages



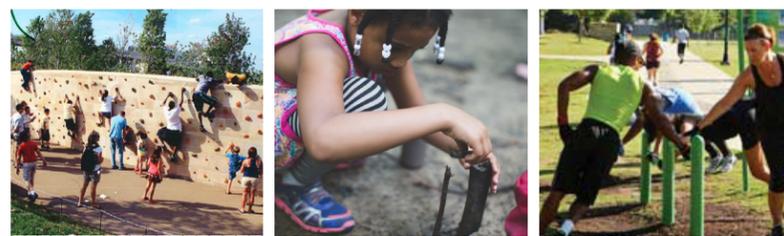
gateway element



# GOLDEN GATE – McALLISTER *PLAY & RECREATION*



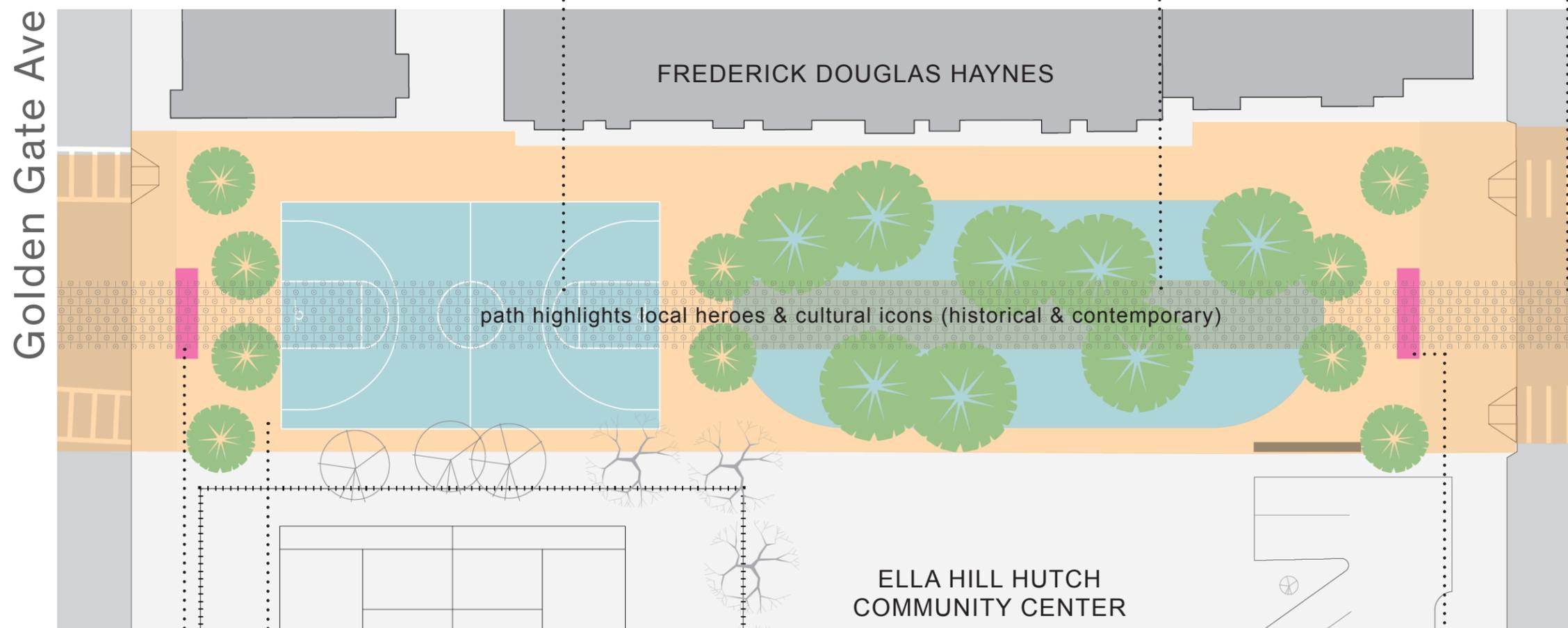
colorful court integrates with path



play area integrates with local heroes path



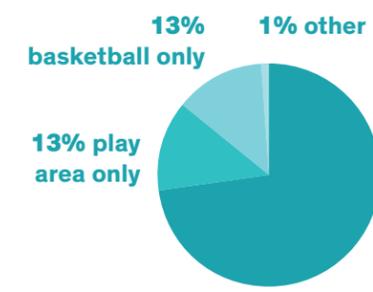
path highlights local heroes & blends with play areas



Golden Gate Ave

McAllister St

- CONNECTING ALL BLOCKS
- EXCHANGE, ENGAGEMENT, INTERACTION
- GARDENS
- PLAY & RECREATION
- TREES



**73%**  
of respondents support a basketball court and play area

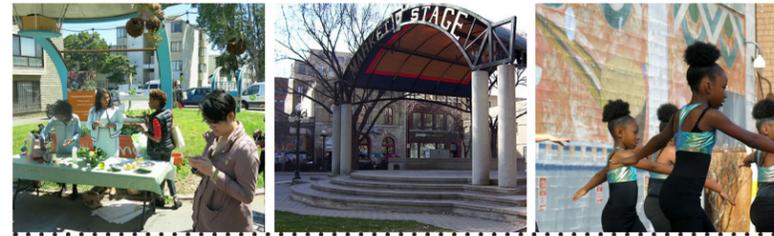
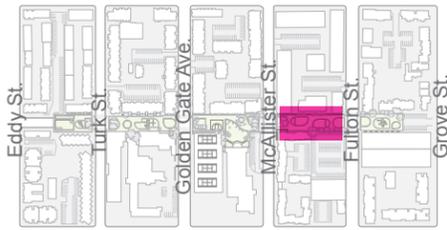
consistent identity throughout Mall



gateway elements



# MCALLISTER – FULTON CULTURE & GATHER



raised area for performances, events & vendors  
(can also be used as a stage or seating)



picnic & barbecue area

CONNECTING ALL BLOCKS

EXCHANGE, ENGAGEMENT, INTERACTION

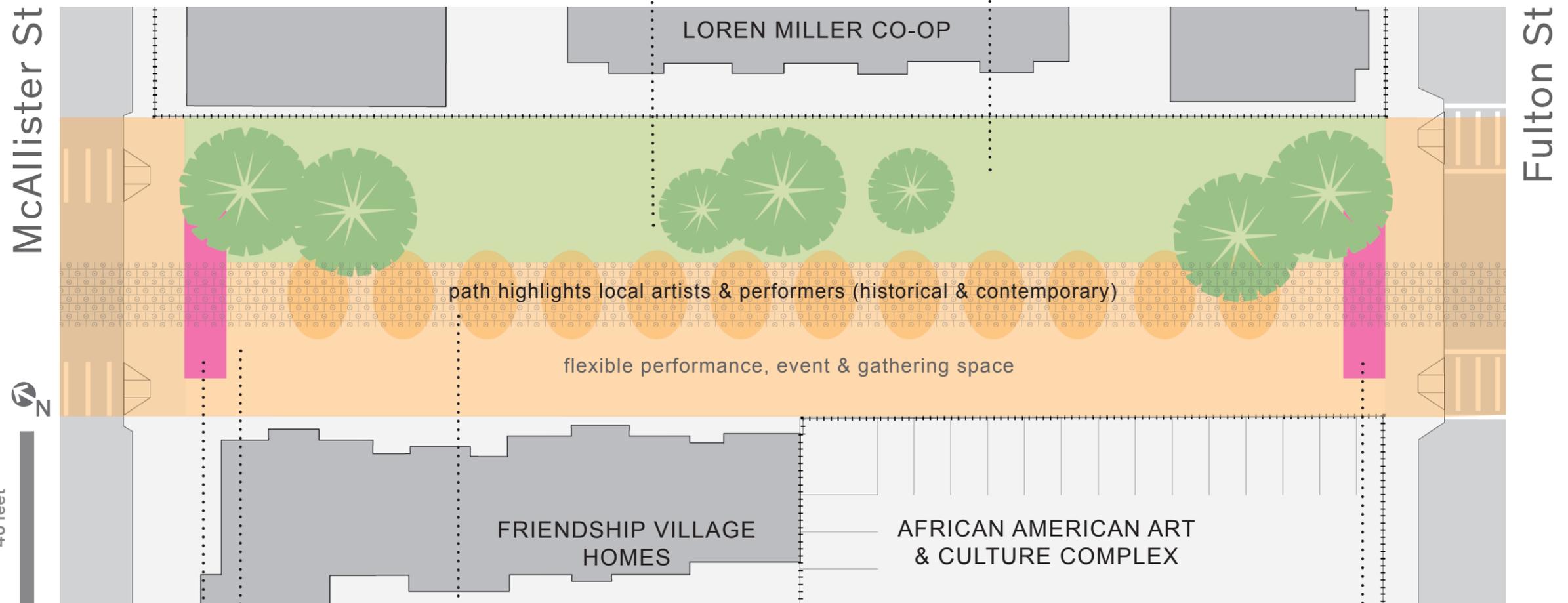
GARDENS

PLAY & RECREATION

TREES 



**78%**  
of respondents support a stage and a picnic area



identity/paving



colorful path



big gateway elements (interactive)



# FULTON – GROVE DOG & GARDEN



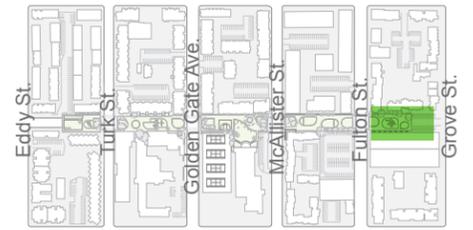
gateway element



off-leash dog run

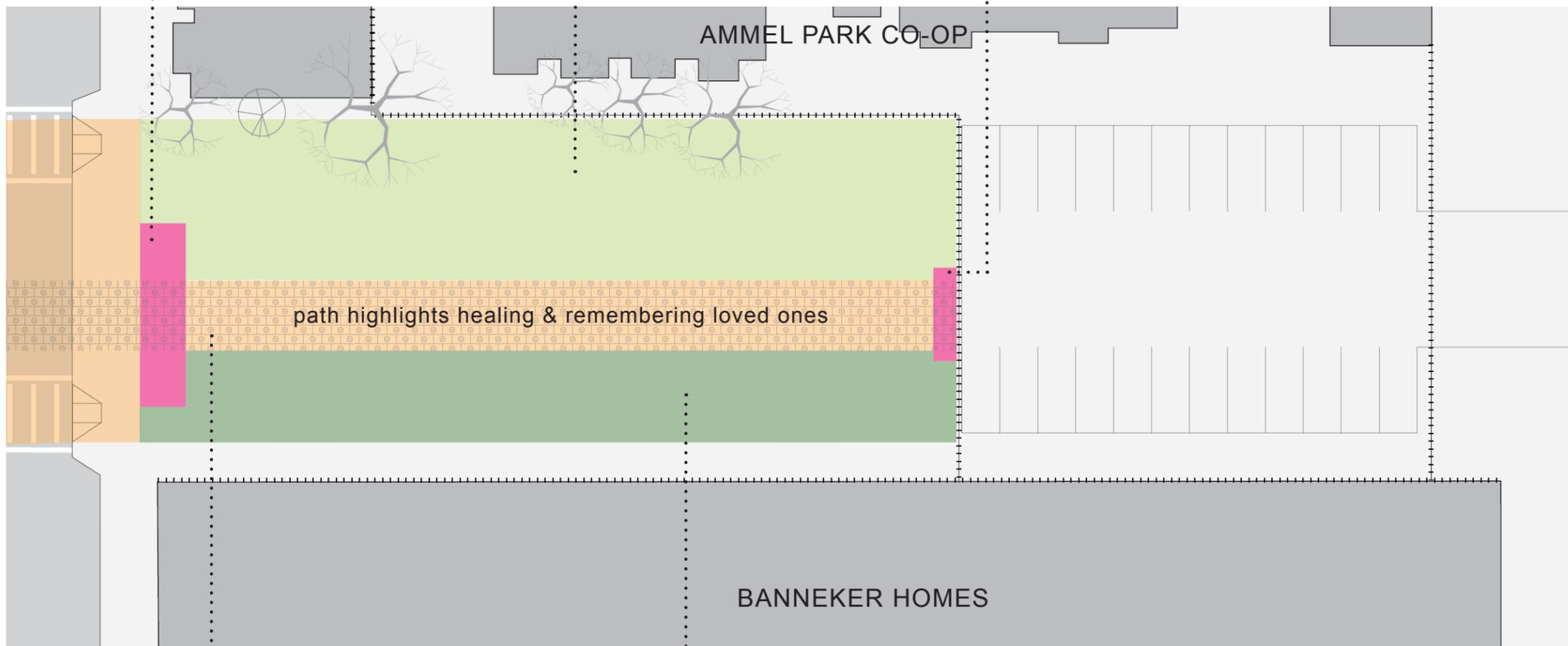


interactive element



Fulton St

Grove St

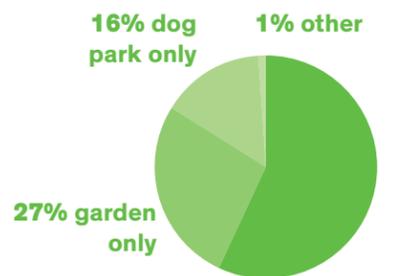


CONNECTING ALL BLOCKS

EXCHANGE, ENGAGEMENT, INTERACTION

GARDENS

PLAY & RECREATION



**57%**

of respondents support an off-leash dog park and a gated garden

main path



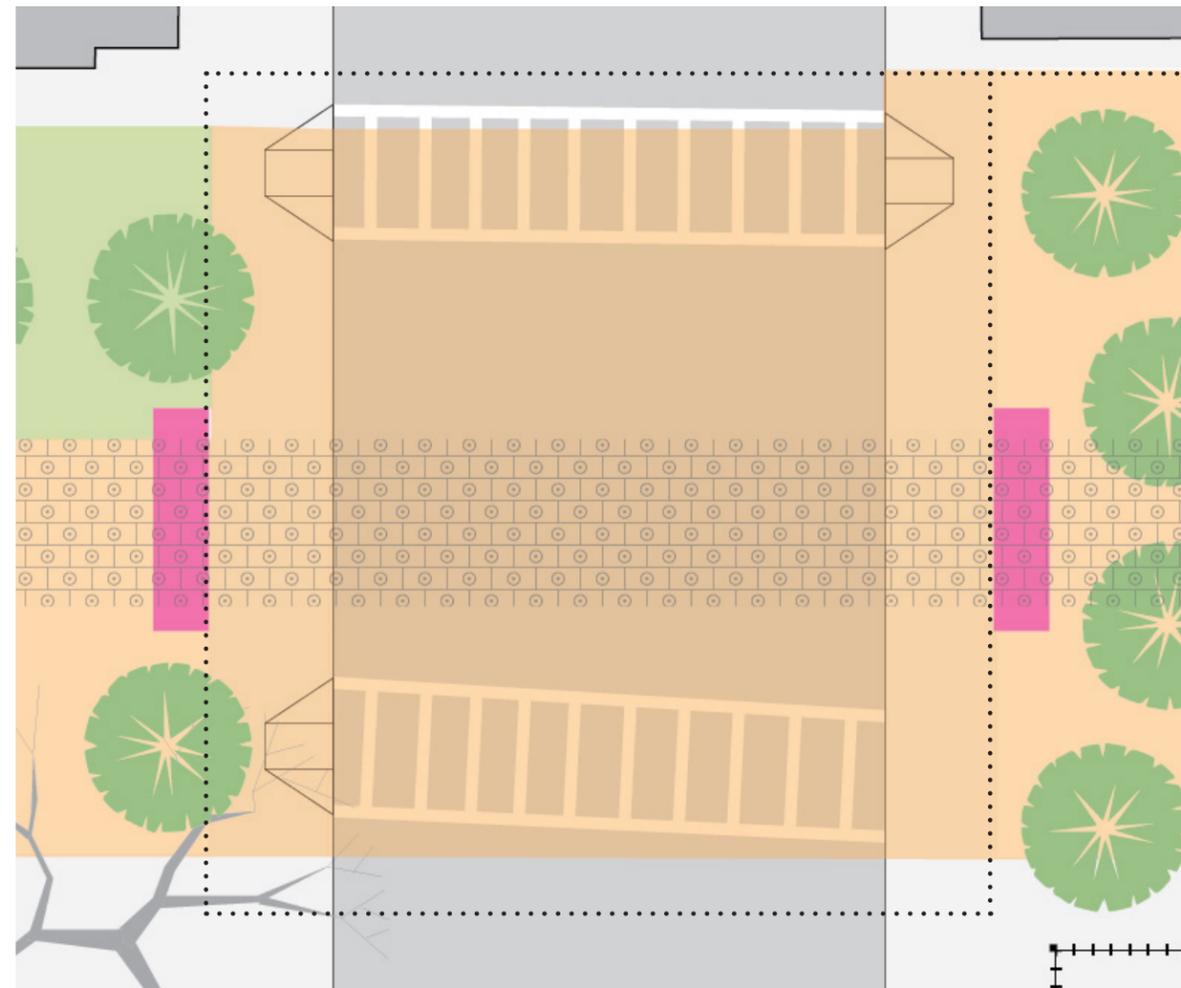
gardens & picnic areas



# CROSSWALKS CONNECTING THE BLOCKS



- Create safer crosswalks
- Bring themes, colors and identity through crosswalks to unify the Mall visually



# MEDIA COVERAGE

## Buchanan Street Mall

— City Parks Alliance, [bit.ly/2aN3fVn](http://bit.ly/2aN3fVn)

## Buchanan Mall events (series of articles)

— CommunityGrows, [bit.ly/2m9E4Fh](http://bit.ly/2m9E4Fh)

## Embedded participatory design: 5 principles for designing with and in communities

— Design Thinking for Museums, [bit.ly/2meRTms](http://bit.ly/2meRTms)

## Western Addition Celebrates First Phase Of Buchanan Street Mall Redesign

— Hoodline, [bit.ly/2meFYFk](http://bit.ly/2meFYFk)

## A brighter Buchanan: fresh hopes for public mall space

— San Francisco Chronicle, [bit.ly/2IUt12w](http://bit.ly/2IUt12w)

## Renaissance underway at once-decrepit Buchanan Street Mall

— San Francisco Examiner, [bit.ly/2IXAigl](http://bit.ly/2IXAigl)



### The City's Newest Mall



Roi Andre Dupre spoke at the dedication of the new park

More than 300 persons—most of them little-joined in festivities yesterday that marked the opening of Buchanan Mall, a five-block-long park in the Western Addition. . . .

Youngsters from the redevelopment housing units between Eddy and Grove streets clung to monkey bars, played on spiral slides and fought for the lead in a series of basketball games as city officials and community leaders praised the opening of the residential street park.

The park on Buchanan street, made of wood, concrete and greenery is the result of more than a year of planning by youngsters in the area and Sasaki and

Walker Associates, a landscape architectural firm.

The youngsters were given cameras and turned loose on the Bay Area to find what they like and dislike about parks in the area, said Gene Suttle, director of the Redevelopment Agency's Western Addition project.

Eight months ago construction started.

"Before the concrete had a chance to dry, the children were playing," another Redevelopment Agency spokesman said.

Bright blue and yellow slides, monkey bars and basketball courts that will be lighted at night were completed a week ago for the 1200 youngsters living in the area between Eddy and Grove streets.

"Buchanan street has been greened," Suttle added.

"Thanks a lot," said Marie Conway, 10, a representative for the youngsters at Frederick Douglas Haynes Gardens units. "When we play here we will remember that this park is a part of us and we'll keep it up that way too."



Revitalization of once-decrepit Western Addition park to continue pending grant approval

### THE CITY

"Folks were gettin' shot and killed. It went from being this great place to hang out for everybody, people of all ages, to being a war zone."

— Board of Supervisors President London Breed, on the gradual deterioration of Buchanan Street Mall

## Renaissance underway at Buchanan Mall

### Once-decrepit corridor in Western Addition continues to improve

By Joe Fitzgerald Rodriguez  
S.F. Examiner Staff Writer

Board of Supervisors President London Breed remembers Buchanan Street Mall, a stretch of green spaces and courts in the Western Addition, like a beloved family member.

Laughter and play from children and people of all ages were the norm at the mall. "There were parks," she said. "As a kid you'd walk down the corridor, play at each park and walk back. People were always outside, everywhere."

Breed's grandmother would be there. The teens she grew up with in the neighborhood would be there. It was a community hub for numerous housing developments — an economically poor neighborhood, to be sure, but a happy one.

Over the years, however, what were

described as "turf conflicts, decades of mistrust" and other divisions turned Buchanan Street Mall into a ghost town, according to public documents.

"Folks were gettin' shot and killed," Breed said. "It went from being this great place to hang out for everybody, people of all ages, to being a war zone."

Now the mall is undergoing a renaissance.

The San Francisco Recreation and Park Commission today will consider voting to approve a \$75,000 grant to continue the revitalization of the Buchanan Street Mall.

The mall stretches from Grove to Turk, on Buchanan. [...] But what is a small space, and a small amount of money, would be a shot in the arm to help the Trust for Public Land and a number of other groups sustain work to rebuild a vital community. The trust is a national nonprofit that rebuilds parks. [...]

Randolph Lee, a resident, spoke at a Rec and Park Commission meeting in July



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2015 to argue for funding to revitalize the area.

"I just want to see our community really grow, take back the essence of what we lost," he said. "I was once a person that saw good times and was creating bad times up in there."

"Now," he said, "it's time to fix it."

Through a previous grant, the trust partnered with the Exploratorium as well as production company Citizen Film and local group Green Streets to build new seated areas to revitalize the mall.

The idea, Breed said, was to just get neighbors to stop and talk to each other.

Those seated areas show the spark of Exploratorium creativity, mixed with neighborhood knowhow: sloping arches extend from the top of the benches, colorful gates adorn entrances to the mall, and community gardens in planter boxes dot the mall.

Those new structures rose up last November, but this newest round of funding could push the project forward into its next phase.

The structures also contain tributes to the community, including callbacks to a favorite corner store in the neighborhood that's now long gone, Virgo's.

Sophie Constantinou is a co-founder of Citizen Film, a local documentary production group that has pushed to revitalize the Buchanan Street Mall, which she said came from meetings from many neighbors.

One group of seniors from neighborhood properties and another comprised of neighborhood youth showed each other their visions for the mall, and worked together to shape their ideas for the space, she said.

"We started talking about what could happen through art and community activation to make a place safer," Constantinou said.

With the new \$75,000 grant, the land trust will continue the outreach process, bringing in neighbors to help form Buchanan Street Mall's future. What that will look like, Constantinou said, is open.

[...]

Those ideas could include more seating, more vegetable gardens, more "story-graph" structures which teach history, or other structures not yet imagined.



The end is a ways off, Constantinou said, adding, "It may take years to see these visions." [...]

Breed said slowing down traffic to meet safety concerns was part of that future. The important thing is, she said, to make sure that the neighborhood becomes a place where a community can thrive.

"You don't appreciate it when you're a kid," she said, "but you do when you're a grownup and the things you remember aren't there anymore. These memories flash in my head of what used to be."

That philosophy of "looking back" can be seen in a painting of a Sankofa bird, detailed on the side of both new entrances to the Buchanan Street Mall.

According to the School of African American studies at University of Illinois, the bird is derived from a saying, "It is not taboo to go back and fetch what you forgot."

The neighbors of the Western Addition are looking back, then, to move forward, together.

# DOCUMENTARY STORYTELLING

Organizations



**Green Streets**  
[bit.ly/GreenStreetsTrailer](https://bit.ly/GreenStreetsTrailer)



**CommunityGrows**  
[bit.ly/CommunityGrows](https://bit.ly/CommunityGrows)



**Enterprising Women**  
[bit.ly/EnterprisingWomenFillmore](https://bit.ly/EnterprisingWomenFillmore)



**Sheryl Davis' MoMagic**  
[bit.ly/SherylDavis](https://bit.ly/SherylDavis)

Youth Media Lab



**We are the Seeds of Change**  
[bit.ly/WeAreSeedsOfChange](https://bit.ly/WeAreSeedsOfChange)



**So Close but Separate**  
[bit.ly/SoCloseButSeparate](https://bit.ly/SoCloseButSeparate)



**Friendly Foods**  
[bit.ly/FriendlyFoods](https://bit.ly/FriendlyFoods)



**Bringin' the Neigh Back**  
[bit.ly/BringinNeighBack](https://bit.ly/BringinNeighBack)

Buchanan Stories



**To See One's Self**  
[bit.ly/ToSeeOnesSelf](https://bit.ly/ToSeeOnesSelf)



**Virgo's**  
[bit.ly/VirgosFillmore](https://bit.ly/VirgosFillmore)



**The New Buchanan Mall**  
[bit.ly/NewBuchananMall](https://bit.ly/NewBuchananMall)



**Getting the Mall Lit**  
[bit.ly/GettingTheMallLit](https://bit.ly/GettingTheMallLit)

# NEXT STEPS

A transformation is underway at Buchanan Mall. People have come together to revitalize their neighborhood park. Going forward, the hallmarks of community collaboration, arts-based engagement, transparency and strong partnerships will ensure the success of this project. This is a shared story of reclaiming space and place.

## Concept plan

Based on the Community Vision Plan, the Recreation and Park Department will work with the project partners and a landscape architect to prepare a more detailed Concept Plan. Using the Concept Plan, the partners will estimate the cost of the new Buchanan Mall and develop a funding strategy.

## Funding the vision

Core partners, city agencies and major philanthropic funds have already provided significant financial support for this project over the course of its development.

In 2014, a \$250,000 grant from ArtPlace America launched the community-led process to envision the future of Buchanan Mall. In 2015, The Trust for Public Land—with critical support from S. D. Bechtel, Jr. Foundation and other philanthropists—began providing expertise, project management support and a grant of nearly \$200,000 to design and create the Activation installation.

The City and County of San Francisco has supported this project financially with grants of \$20,000 from the San Francisco Arts Commission in 2016, \$24,000 from Grants for the Arts in 2016, \$30,000 from the San Francisco Department of the Environment in 2014, and \$82,000 Community Challenge Grant 2016 followed by \$40,000 Community Challenge Grant in 2017.

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## Funding the future

The next phases of park revitalization will be funded from a variety of sources. Mayor Ed Lee has committed \$700,000 as seed money to support renovation of the park. In addition, RPD is pursuing multiple grants and philanthropic campaigns. The department is committed to raise the funds needed to transform the Buchanan Mall into a new park. The Trust for Public Land is also committed to continue fundraising efforts through grants and philanthropic campaigns. Citizen Film has been awarded a number of grants to begin some immediate site improvements and continue their youth outreach.

## Ongoing community engagement

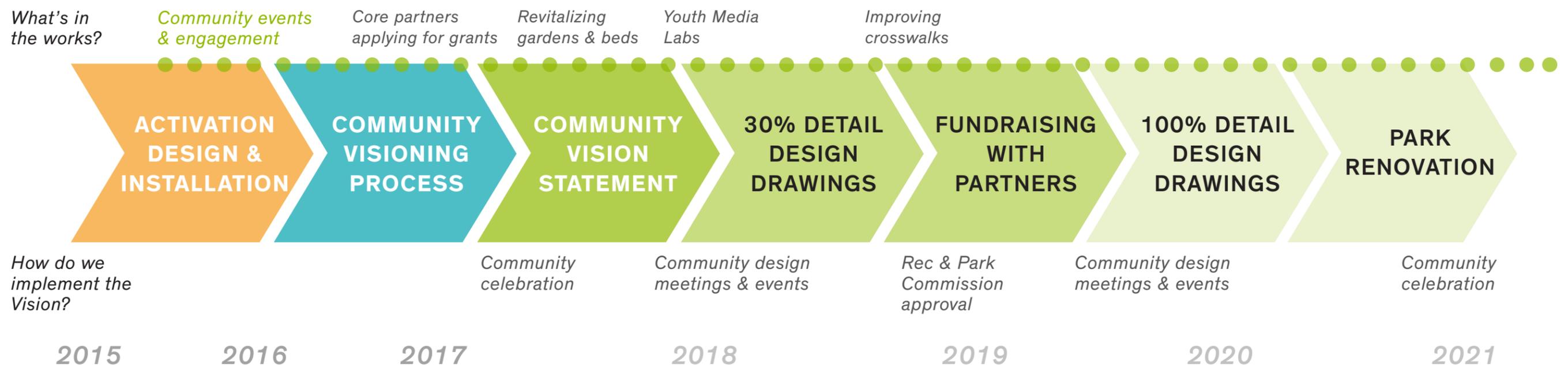
Project partners will continue reaching out to community members and other stakeholders to further refine the shared vision for this park and to bring that vision to life, turning Buchanan Mall into a vibrant, beautiful and safe destination at the heart of this neighborhood.

Spreading the word and raising awareness are important parts of this community engagement work. If you would like to schedule an interactive screening and visioning session where you are, or if you would like more copies of this document, contact:

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Drawings by Widya Batin

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*My vision for the Buchanan Mall is to have it be the rebirth of the community in the Western Addition and the Fillmore.*

*The generations that come after us, I want them to always have Buchanan Mall to be the rock, to be the foundation.*

*To say this is our home and if they were ever lost, they would look back on the Buchanan Mall and be like this is how they did it. This is how we're gonna keep our home.*

—Widya Batin

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