BUCHANAN STREET MALL

Civic Design Review | September 2021

Prepared for:
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5-BLOCK PROGRAM OVERVIEW

Engagement | Existing Conditions | Project Delivery
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.
EXISTING CONDITIONS

Fulton to Grove Block

McAllister to Fulton Block

Turk to Golden Gate Block

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OUTREACH & COMMUNITY ENGAGEMENT 2015

Community Engagement
Activation Process
Activation Community Meetings
Activation Elements Installed
Activation Celebration

source: 2017 Buchanan Street Mall Vision Statement

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OUTREACH & COMMUNITY ENGAGEMENT 2015 - 2019

Source: 2017 Buchanan Street Mall Vision Statement, with modification

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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

Key Features:

- Memory Walk
- Gardens
- Lighting & Improved Safety
- Micro-Enterprise Kiosk
- Gateways
THEMATIC GOALS FOR EDDY TO TURK BLOCK

ACTIVE RECREATION

source: 2020 Buchanan Street Mall Community Outreach Banners by TPL

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THEMATIC GOALS FOR TURK TO GOLDEN GATE BLOCK

ALL-AGES PLAY

source: 2020 Buchanan Street Mall Community Outreach Banners by TPL
THEMATIC GOALS FOR GOLDEN GATE TO MCALLISTER BLOCK

source: 2020 Buchanan Street Mall Community Outreach Banners by TPL
THEMATIC GOALS FOR MCALLISTER TO FULTON BLOCK

source: 2020 Buchanan Street Mall Community Outreach Banners by TPL
THEMATIC GOALS FOR FULTON TO GROVE BLOCK

source: 2020 Buchanan Street Mall Community Outreach Banners by TPL
**STAKEHOLDERS AND FUNDING:** 27M GOAL FOR 5 BLOCKS

**Confirmed Funding:**
CA State Budget - Senator Wiener
SFPUC Green Infrastructure Capital Project
2020 Health & Recovery Bond
General Fund
Let’sPlaySF!
Development Impact Fees
Trust for Public Land (in-kind)

**Pending Funding:**
Prop 68 Statewide Parks Grant
Outdoor Recreational Legacy Partnerships Grant
Additional Development Impact Fees
TURK TO GOLDEN GATE BLOCK

Schematic Design
THE NEW **PLAY & EXERCISE AREA** ON THE TURK TO GOLDEN GATE BLOCK

*A SAFE PLACE to PLAY, EXERCISE & CONNECT for EVERYONE!!*

BUCHANAN STREET MALL - TURK TO GOLDEN GATE
EXISTING CONDITIONS - TURK STREET TO GOLDEN GATE AVENUE

BUCHANAN STREET MALL 🌟

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SITE PLAN ENLARGEMENT: PLAYGROUND + FITNESS

A ENTRY PLAZA
B PLAY AREA
C SENIOR FITNESS
D MEMORY WALK
  DESIGN BY OTHERS
E RAIN GARDEN
F SWING BENCH
G PICNIC AREA
H NATIVE PLANT GARDEN

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SITE PLAN ENLARGEMENT: PLAZA + GARDENS

A PLAZA  C PROGRAM GARDEN  E RAIN GARDEN  G MICRO-ENTERPRISE KIOSK DESIGN BY OTHERS  I AROMATHERAPY GARDEN
B STAGE  D PICNIC AREA  F MEMORY WALK DESIGN BY OTHERS  H NATIVE PLANT GARDEN

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IMAGERY: MULTI-GENERATIONAL PLAY + FITNESS

Children’s Play Structure
Exercise Bike
Upper Body Workout

Traditional Swings
Crosstrainer
Senior Fitness Equipment

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IMAGERY: FURNISHINGS

Seatwall
Concrete wall with wood seat & back

Picnic Table
Metal

Hex Platform
Metal base with wood top

Bicycle Rack
Metal

Bench
Metal

Swing Bench
Wood bench with metal frame

Hex Planter
Metal

Removable Bollard
Metal
IMAGERY: LIGHTING

Pedestrian Pole Lighting

Catenary Lighting

Ambient Lighting

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IMAGERY: TREES

Roberts California Sycamore
*Platanus racemosa ‘Roberts’*

Catalina Ironwood
*Lyonothamnus floribundus*

Netleaf Oak
*Quercus rugosa*

Chaste Tree
*Vitex ‘Delta Blues’*

Bay
*Laurus nobilis*

Redbud
*Cercis reniformis ‘Oklahoma’*

Persian Ironwood
*Parrotia persica ‘Vanessa’*

California Buckeye
*Aesculus californica*
IMAGERY: PLANTING PALETTE

RAIN GARDEN
- Yarrow (Achillea)
- Grey Rush (Juncus patens)
- Sedge (Carex)
- Monkeyflower (Mimulus)
- Beach Strawberry (Fragaria chilensis)
- Matilija Poppy (Romneya)

AROMA THERAPY
- Sage (Salvia)
- Lavender (Lavandula)
- Catmint (Nepeta)
- Scented Geranium (Pelargonium)
- Incense Bush (Aloysia virgata)
- Thyme (Thymus)

NATIVE HABITAT & LOW WATER
- Manzanita (Arctostaphylos)
- Bush Lupine (Lupinus arboreus)
- Bush Anemone (Carpenteria)
- Yerba Buena (Clinopodium)
- Monkeyflower (Mimulus)
- California Lilac (Ceanothus)
SITE SECTIONS: TURK STREET ENTRANCE

Turk Street Sidewalk  Seat Wall  Rain Garden  Fence  Play Area  Pole Light

Thomas Paine Apartments

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SITE SECTIONS: PLAZA + STAGE

Rosa Parks Senior Center

Thomas Paine Apartments
Program Garden Planters
Stage
Plaza
Memory Walk

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SITE SECTIONS: GOLDEN GATE AVENUE ENTRANCE

Rosa Parks Senior Center  Memory Walk  Rain Garden  Decking  Seat Wall  Micro-enterprise Kiosk

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PERSPECTIVE: TURK STREET GATEWAY