

OCTAVIA HISTORIC COMMEMORATIVE PROJECT

DESIGN IDEAS FOR PERMANENT PUBLIC SPACE
INSTALLATION/S COMMEMORATING THE COMMUNITY-LED
REMOVAL OF THE CENTRAL FREEWAY.

REQUEST FOR PROPOSALS (RFP)

MARCH 2021



OCTAVIA HISTORIC COMMEMORATIVE PROJECT RFP

BACKGROUND

It's been nearly 20 years since the Central Freeway was demolished, replaced with Octavia Boulevard, Patricia's Green and a diversity of affordable housing options (PROP I, 1999). The removal of the Central Freeway, the focus of this Commemorative Project, was a pivotal moment in part of the history of San Francisco, yet is unfamiliar to many people today.

The Project's goal is to tell the story of dedicated ordinary citizen leaders, together with their community, taking extraordinary action to bring about positive change. This inspiration is to be expressed in locations along the Boulevard and Patricia's Green, for the public to view and be inspired to take action themselves. The project will also need to highlight and reflect the diverse community that brought about this change; including local grassroots organizations and individuals, as well as the LGBTQ and African American residents whom, without their efforts, the Central Freeway may still stand.

With this in mind, the Market/Octavia Community Advisory Committee (MOCAC) in partnership with local community members, the San Francisco Planning Department and the San Francisco Parks Alliance (SFPA), have undertaken an exploration of this idea, which is being called the "Octavia Historic Commemorative Project", (known as the Project Committee).

Learn more about the project's history and community effort at byebyefreeway.org



MISSION STATEMENT

The mission of the permanent installation is to inspire future San Franciscans to realize that, through civic engagement, ordinary citizens can do extraordinary things and change the city for the better!

ENTRY CRITERIA

The Project Committee is seeking proposals that will express San Francisco citizens' remarkable efforts that led to present day Octavia Boulevard. The final selected project proposal will become a permanent part of the public realm (just as the Central Freeway was) and express how a diverse group of individuals, in a collective effort, can create extraordinary, positive change for their community.



ELIGIBILITY

To be considered for selection, proposals must align with the community's priorities developed during multiple public outreach meetings held in 2017, 2018, and 2019, which include:

1. Envision what “ordinary people doing extraordinary things” looks like in a permanent installation.
 - Recognize the ordinary citizens who came together to accomplish taking down the Central Freeway despite increased neighborhood issues (crime, traffic, etc.) and celebrate their history in the community.
2. Emphasize the community's efforts to emerge from the shadow of the freeway through ongoing activism in civil rights and the arts.
 - Refer to the Market / Octavia Better Neighborhood Plan (<https://sfplanning.org/market-octavia-area-plan>)
3. Empower future generations to unite for common good.



LOCATION

The final design may have one or more physical components on or around Octavia Boulevard. The design area spans from the current intersection of the Central Freeway just south of Market Street, north along Octavia Boulevard in the path of the old Central Freeway, through the center of the neighborhood at Patricia's Green (named after civic leader Patricia Walkup), to Hayes and Octavia Streets.

*see appendix map (CIRCA 1987) for reference.

Although we do not require local residency on the part of applicants, we expect that submissions will appropriately capture the particular local history, purpose, and priorities in their work.

We welcome applications from varied disciplines. If selected as a semifinalist, applicants will need to demonstrate their ability to communicate their proposal through two or three-dimensional renderings and construction drawings for city agency approval. Please provide a detailed CV or portfolio that demonstrates a similar body-of-work.

While the Project committee does not proscribe required installation sites, we offer for the consideration to applicants the following noteworthy locations:

- Northwest and southwest corners of Octavia and Market streets
- Corner locations at eastern side of Octavia Boulevard:
Entry to alleyways such as Rose, Lily, Hickory, Linden Street
- Locations where the former Central Freeway columns once stood
*see appendix Freeway Footing Locations for reference.
- Patricia's Green (outside the temporary sculpture space) to focus on Patricia Walkup's role, for whom the Green is named.

SELECTION PROCESS

The project selection process will be in two parts:

PART I (Due Friday April 30th, 2021 @ 5:00pm)

Written text proposal describing the proposed permanent installation.

- Along with the character of their concept, applicants should be prepared to address any physical guidelines that must be accommodated, including: size restrictions, power usage/source and materials.
- No visuals are required but can be included for clarity.
- For safety reasons, applicants must adhere to the following:
 - o No flame/fire.
 - o Installations cannot obstruct (and must provide adequate clearances from) bus/transit zones, fire hydrants, emergency zones, public utility easements and ADA/pedestrian through-zones (min 6 feet).

PART II (Due Friday July 16th, 2021 @ 5:00pm)

Semi-finalist Selection

- Applicants selected for Part 2 will be required to provide detailed renderings, design development (DD) level plans, materials list, overall project budget (parts + labor), to be reviewed by the Panel for the final selection.
- These semifinalists will receive a stipend (\$2,000/person or \$5,000/team of 3+) for the time required to create the more detailed proposal.

SELECTION PANEL

The Project Committee will form a Commemoration Project Selection Panel (known as “the Panel”), made up of City Agencies, such as the SF Arts Commission, SF Public Works, Planning Department, SFPUC, design professionals and community members to review all applications.

This process will be two parts:

PART I

Review all applications and select semifinalists

- There will be a public community meeting to review the semifinalists’ detailed proposals for community input, which the Panel will attend.

*Reference the project website (byebyefreeway.org) for updates on community meeting dates/time.

PART II

Review all semifinalists and select a winner

- The Panel will take all public input into consideration (city agencies, community organizations, web-survey, etc).



TIMELINE

1. RFP Publication (March 12th, 2021):
 - The Project Committee will publicize the RFP and appoint a selection panel to review all applications.
2. Design Submittal Deadline (April 30th, 2021):
 - Design applicants and/or teams will have until 5:00pm on Friday, April 30th to submit all of their materials to the project's email address: byebyefreeway@sfparksalliance.org (See "Submitting a Project Proposal" below).
 - Initial applicants are encouraged to visit the commemoration website (byebyefreeway.org) and should they choose, incorporate the timeline and content including the narrative text and photographs, into their design submission.
 - Submittals should include conceptual designs and submission of previous related work.
3. Semi-Finalist Selection (May 28th, 2021):
 - The Selection Panel will select up to three semi-finalists (individuals or design teams) based on written proposals that demonstrate familiarity with the neighborhood, constructability, as well as the Market/Octavia Plan.
 - Semi-finalists will be provided with compensation as a team or individual to further their concepts.
 - Semi-finalists will be expected to present their concepts at a subsequent community meeting where members of the public can weigh in on their design proposals. The Selection Panel will attend this community meeting to listen to public comments.

TIMELINE CONT.

4. Semi-Finalist Deadline (July 16th, 2021):
 - Semi-Finalists will have until 5:00pm on Friday, July 16th to submit all of their materials to the project's email address: byebyefreeway@sfparksalliance.org (See "Submitting a Project Proposal" below).
5. Winning Design Selected (July 30th, 2021):
 - The Selection Panel will determine the winning team or individual to work with based on semi-finalist submissions and presentations/interview.
 - Winning design individual/team should be prepared to refine the design/s based on grant funding and final approval from city agencies.
 - The Commemoration Project Committee will provide assistance/support to the winning team in shepherding the project design to completion.
6. Unveiling (TBD):
 - The Commemoration Project Committee will host a community celebration to unveil the design with the winning individual or / team.



BUDGET

The project is estimated to range between \$250,000 - \$1,000,000, dependent on size and scope of the final winner's proposal. Funding will be identified through city, state and national grants, for which applications will begin via San Francisco Parks Alliance's grant writing professionals, which will manage the funds for the Commemoration Project.

The winning applicant must be able to execute the entire scope of their proposed design, including project management, installation and maintenance. Please provide a detailed budget, timeline, landmark tasks (i.e. permitting / approvals) and other requirements to deliver the project.

SUBMITTING A PROPOSAL

1. Please assemble the information in a complete package and submit via email to byebyefreeway@sfparksalliance.org, by 5:00 pm on April 30th, 2021. (Maximum file size is 20MB)*

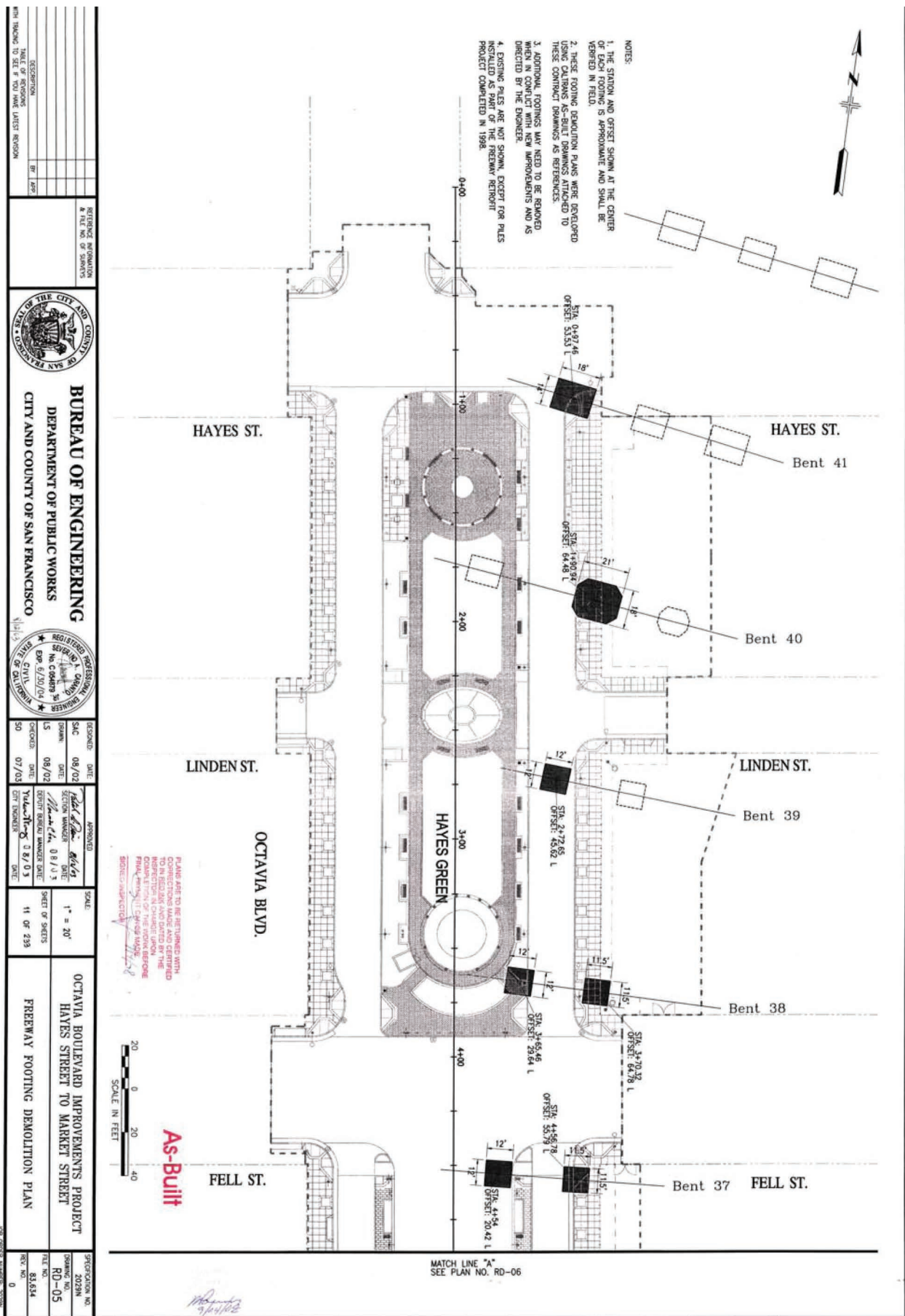
*If you have issues submitting a proposal, feel free to reach out to the San Francisco Parks Alliance Project Manager Mark Bonsignore (415) 906 - 6234.

2. Entries must include the following components to be considered:
 - Contact information (full name, email, phone number)
 - + Please add your first initial + last name to the end of your files. (ex. "Octavia Design M_Bonsignore").
 - Project Title
 - Project Description
 - + a brief description of your project goals
 - + how your project meets the entry criteria
 - CV/Resume, portfolio
 - + include past relevant projects if applicable



APPENDIX

FREEWAY FOOTING LOCATIONS



NO.	DATE	DESCRIPTION

CHECK WITH RECORD TO SET & TO DATE LATEST REVISION



BUREAU OF ENGINEERING
DEPARTMENT OF PUBLIC WORKS
CITY AND COUNTY OF SAN FRANCISCO



REVISION	DATE	DESCRIPTION
50	01/03	DATE

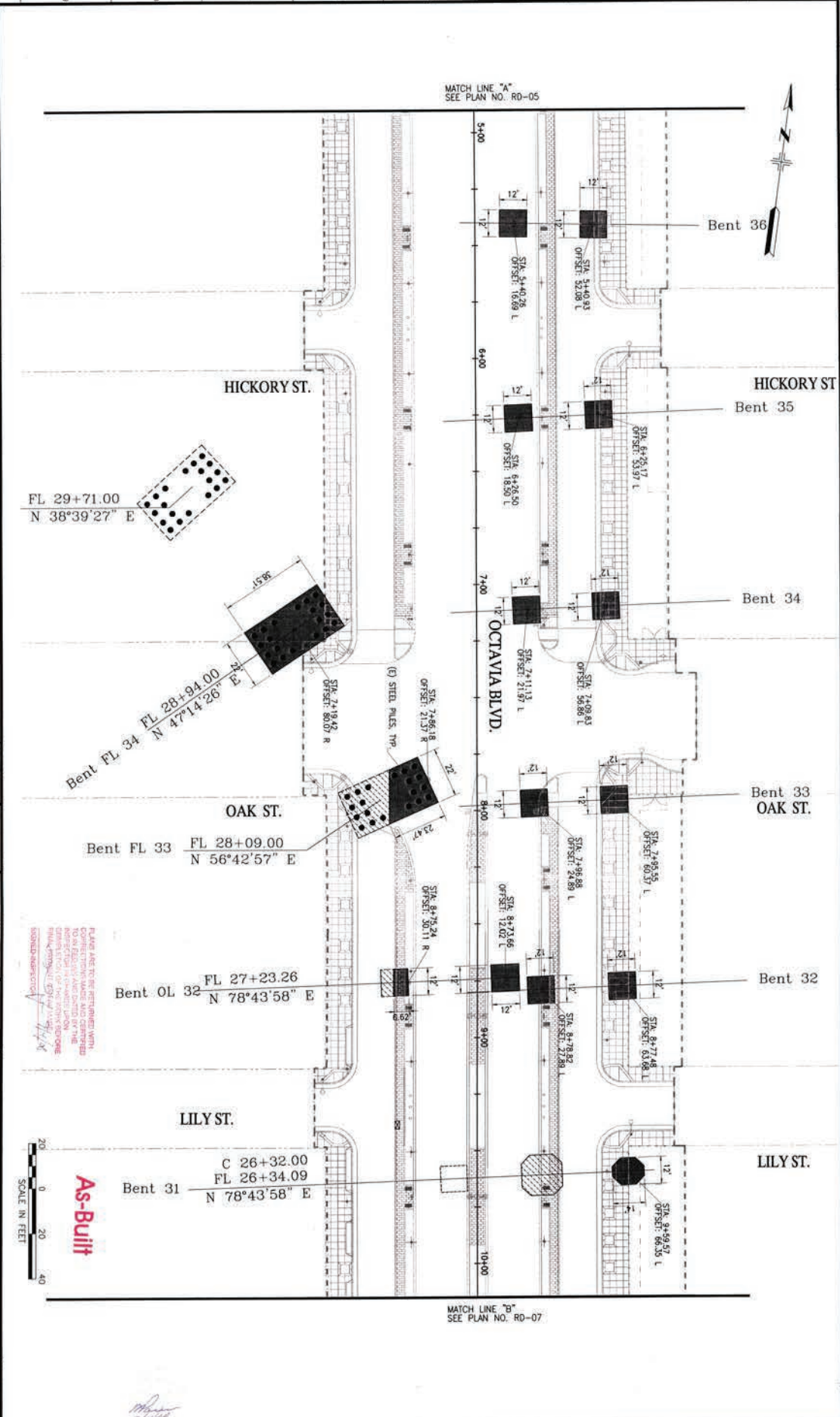
APPROVED	DATE
<i>[Signature]</i>	06/02
<i>[Signature]</i>	06/02

SCALE	DATE
1" = 20'	06/02
12 OF 233	06/02

OCTAVIA BOULEVARD IMPROVEMENTS PROJECT
HAYES STREET TO MARKET STREET
FREEMAN FOOTING DEMOLITION PLAN

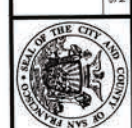
PROPOSITION NO.	DATE
RD-06	03/03
RD-06	03/03

AS-BUILT



NO.	DATE	DESCRIPTION	BY	APP.

CHECK WITH TRACKING TO SEE IF YOU HAVE LATEST REVISION



BUREAU OF ENGINEERING
DEPARTMENT OF PUBLIC WORKS
CITY AND COUNTY OF SAN FRANCISCO

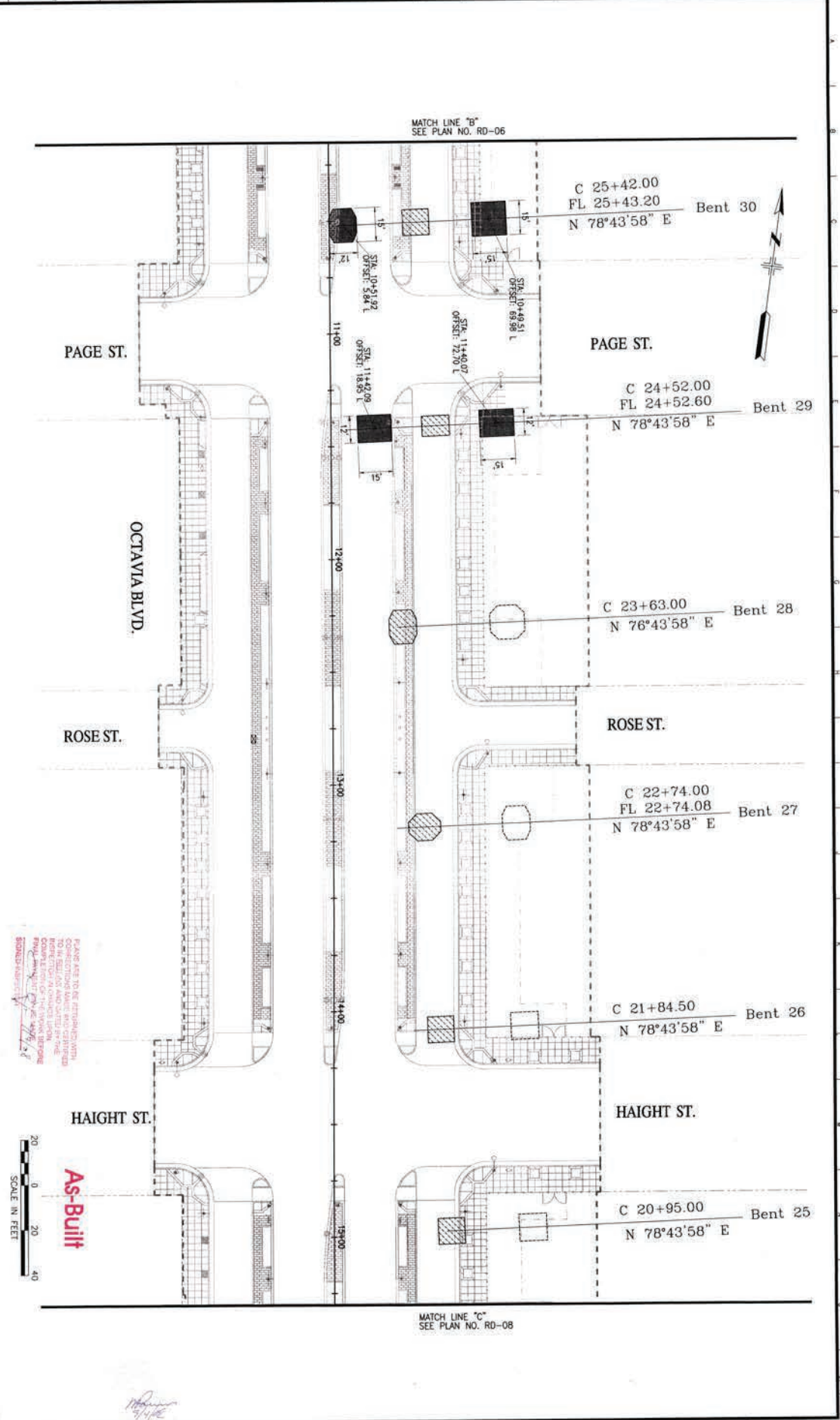


DESIGNED	DATE	APPROVED	DATE
SAC	06/02	<i>David A. Jones</i>	06/02
DESIGNED	DATE	SECTION MANAGER	DATE
15	06/02	<i>David A. Jones</i>	06/02
DESIGNED	DATE	SENIOR DESIGNER	DATE
50	07/03	<i>David A. Jones</i>	07/03

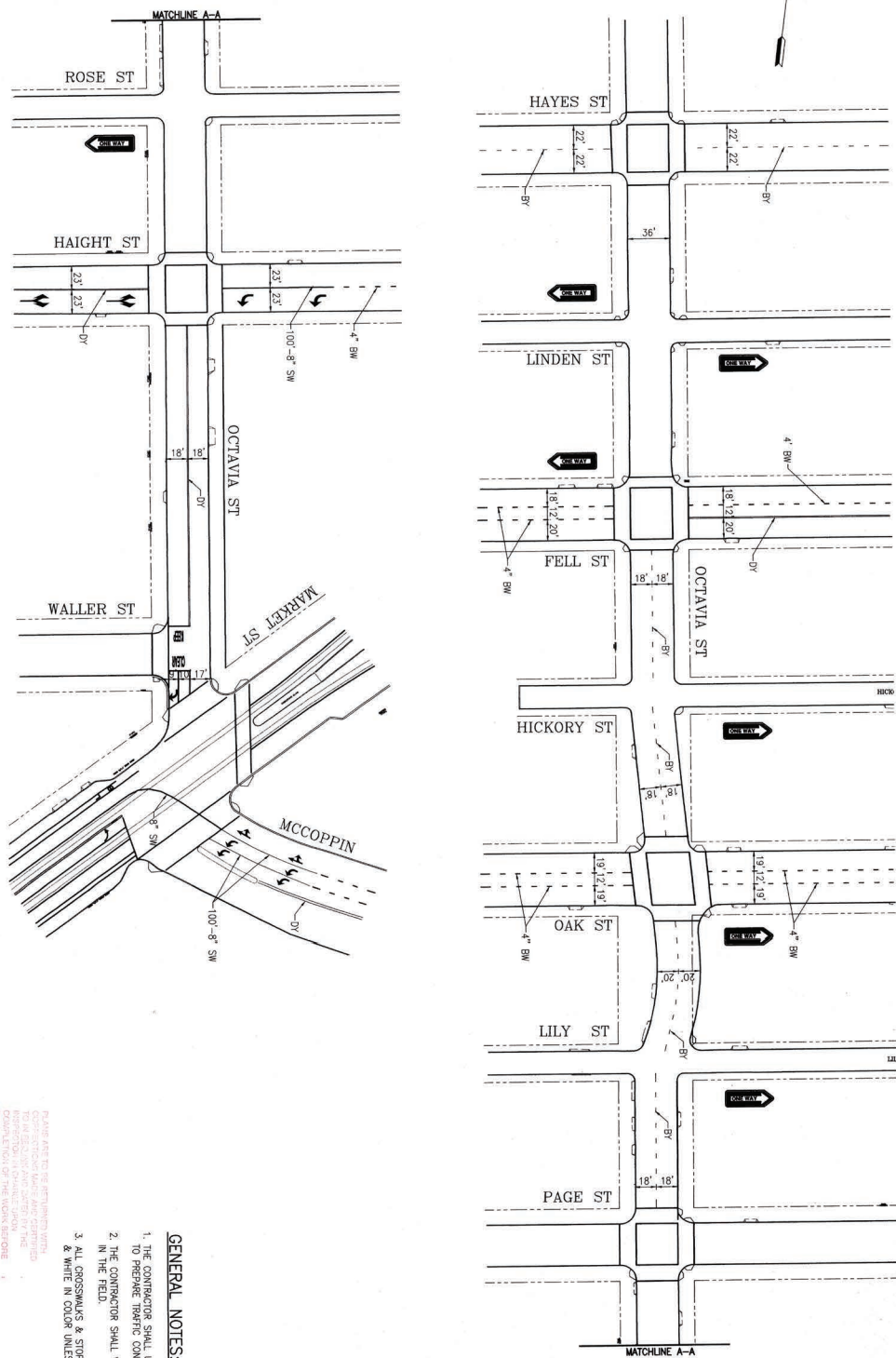
SCALE	SHEET OF SHEETS
1" = 20'	13 OF 233

OCTAVIA BOULEVARD IMPROVEMENTS PROJECT
HAYES STREET TO MARKET STREET
FREEWAY FOOTING DEMOLITION PLAN

PROJECT NO.	DATE
RD-07	23.556
REV. NO.	0



TITLE OF RECORD OCTAVIA BOULEVARD IMPROVEMENTS PROJECT HAYES STREET TO MARKET STREET EXISTING STRIPING		DESIGNED: DATE 11/02 DRAWN: DATE 11/02 CHECKED: DATE 11/02 CITY TRAFFIC ENGINEER		APPROVED: DATE 11/02 CITY TRAFFIC ENGINEER		SCALE: 1" = 50' SHEET OF 233		CONTRACT NO. 022N DRAWING NO. 1-3 REV. NO. 83,758	
REFERENCE INFORMATION & FILE NO. OF SUBJECTS		SEAL OF THE CITY AND COUNTY OF SAN FRANCISCO		DEPARTMENT OF PARKING AND TRAFFIC DIVISION OF TRAFFIC ENGINEERING CITY AND COUNTY OF SAN FRANCISCO		SEAL OF THE CITY AND COUNTY OF SAN FRANCISCO		DATE 11/02 FILE NO. 83,758	



1. THE CONTRACTOR SHALL USE THIS DRAWING TO PREPARE TRAFFIC CONTROL PLANS.
 2. THE CONTRACTOR SHALL VERIFY ALL MEASUREMENTS IN THE FIELD.
 3. ALL CROSSWALKS & STOP LINES SHALL BE 12" WIDE & WHITE IN COLOR UNLESS NOTED OTHERWISE.

As-Built
 SCALE: 1" = 50'

GENERAL NOTES:

