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Years of Better Public Spaces

October 20, 2021

To the Market Octavia community,

Today we are excited to announce that after a multi-stage review process, the Selection Panel has chosen **Envelope AD + Mark Baugh-Sasaki** as the design team to carry the Market Octavia Commemorative Project forward.

The past two years have been a highly collaborative effort between the Market/Octavia Community Advisory Committee (MOCAC) in partnership with local community members, the San Francisco Planning Department and facilitated by the San Francisco Parks Alliance (SFPA). On behalf of all of us, we would like to share how thrilled we are to make this significant step towards the realization of this project.

**The Selection Process:**

The winning team was chosen based on a scoring system that placed a value on multiple criteria and in relation to the stated goals of the RFP. The decision was not reached through a simple assessment of whether a submitted proposal was implementable without modifications.

The Selection Panel also took into account the responses to a public survey on the two finalist proposals, which included voting and comments from more than two hundred individuals. The final selection decision was determined by the Panel, but was informed by and aligned with the results of the survey.

Additionally, the Selection Panel reviewed feedback from the San Francisco Municipal Transit Agency, the Department of Public Works and the Recreation and Parks Department on both finalist proposals prior to making their final decision. Their final decision was made with a full understanding that the design team will need to work through multiple phases of further community engagement and agency review to refine the design with input from city agencies and feedback from the community.

Thank you to the selection panel members for their long hours and dedication to this project. Selection Panel members include:

- **Tom Radulovich:** Liveable City Executive director and former director of the Bay Area Rapid Transit District (stepped down from Selection Panel in April 2021)
- **Sherri Young:** African American Shakespeare Company founder, headquartered at the African American Art and Culture Center for 20+ years. Former SF Arts Commissioner
- **Rhonel Roberts:** Working artist living in the Hayes Valley neighborhood. Member of the Hayes Valley Neighborhood Association's Arts committee and Creative Pro at Apple.
- **Liz Thelen-Torres:** Business Development Director and Associate Principal at Gould Evans. Her design firm has been located in the Market Street Hub for more than 20 years, and advocates for great public spaces that can fulfill the goals of the Market Octavia Area Plan and support the surrounding communities.
- **Willett Moss:** Landscape Architect and founding partner of CMG Landscape Architecture, who was most recently involved in the development of a new vision plan for Civic Center. He was a Hayes Valley resident for more than a decade, when he got to witness, and appreciate the removal of the freeway.
- **Barbara "Babs" Early:** Long time San Francisco resident originally from New York, Barbara is an artist, performer, and Hayes Valley Neighborhood Association board member. With a background in arts management and commercial real estate, she is involved in a number of community projects including managing Hayes Valley Art Works at Parcels R and S on Octavia Boulevard.
- **Eric Robinson:** Principal at Paulett Taggart Architects who have designed multiple projects in the neighborhood including renovations to the African American Art & Culture Complex and new affordable housing at 455 Fell and 78 Haight Streets.
- **Jacqueline Sue Johnson:** Lived and worked in the Fillmore area before the Central Freeway was built. Extensive cultural and historic knowledge of the Fillmore district through art and history documentation. Served on several Park and Recreation boards. Author of David Johnson's book of historic photographs in the Fillmore.
- **David Johnson (honorary):** David Johnson, a nationally known photographer and student and mentee of Ansel Adams. Honorary member of the Selection Panel in recognition of his historic photographic documentation of the Fillmore for many years before Urban Renewal and the Central Freeway.
- **Peter McQuaid (held as alternate):** Founder and Executive Director of Haight Street Arts Center.

**Next Steps:**

The Market Octavia Commemorative Project will need ongoing support, collaborative input, and leadership of community stakeholders to succeed.

We will soon announce dates for a series of community meetings with the winning team to define the roles of community based organizations and groups as project champions, outline the next steps for community input on the design proposal, review potential funding sources, and discuss the feedback already offered by city agencies and community members on the submitted proposal.

Once confirmed, dates, times, and agendas for the proposed meetings will be shared through email and posted at [byebyefreeway.org](http://byebyefreeway.org). To join our email list, please email us at [byebyefreeway@sfparksalliance.org](mailto:byebyefreeway@sfparksalliance.org).

Over the course of the past two years we have worked hard to facilitate a process that was highly inclusive and included frequent opportunities for public comment, review, and collaborative involvement from community stakeholders.

More information on this process, including the membership of the multiple committees and panels involved, project goals, budget, a summary of the RFP and selection panel process, meeting notes, and additional background information are available in a comprehensive report [here](#). [insert link].

We look forward to working with you on the next phase of this exciting project.

Sincerely,

Philip Winn  
Director, Parks and Place  
San Francisco Parks Alliance