

The background is a monochromatic orange-toned illustration of a park. It features a large, leafy tree in the center, a winding path leading towards the bottom left, and a compass rose in the upper left corner. The scene is divided into vertical panels by thin lines, and the background has a subtle grid pattern.

**11TH AND NATOMA PARK
“RACHELE SULLIVAN PARK”**

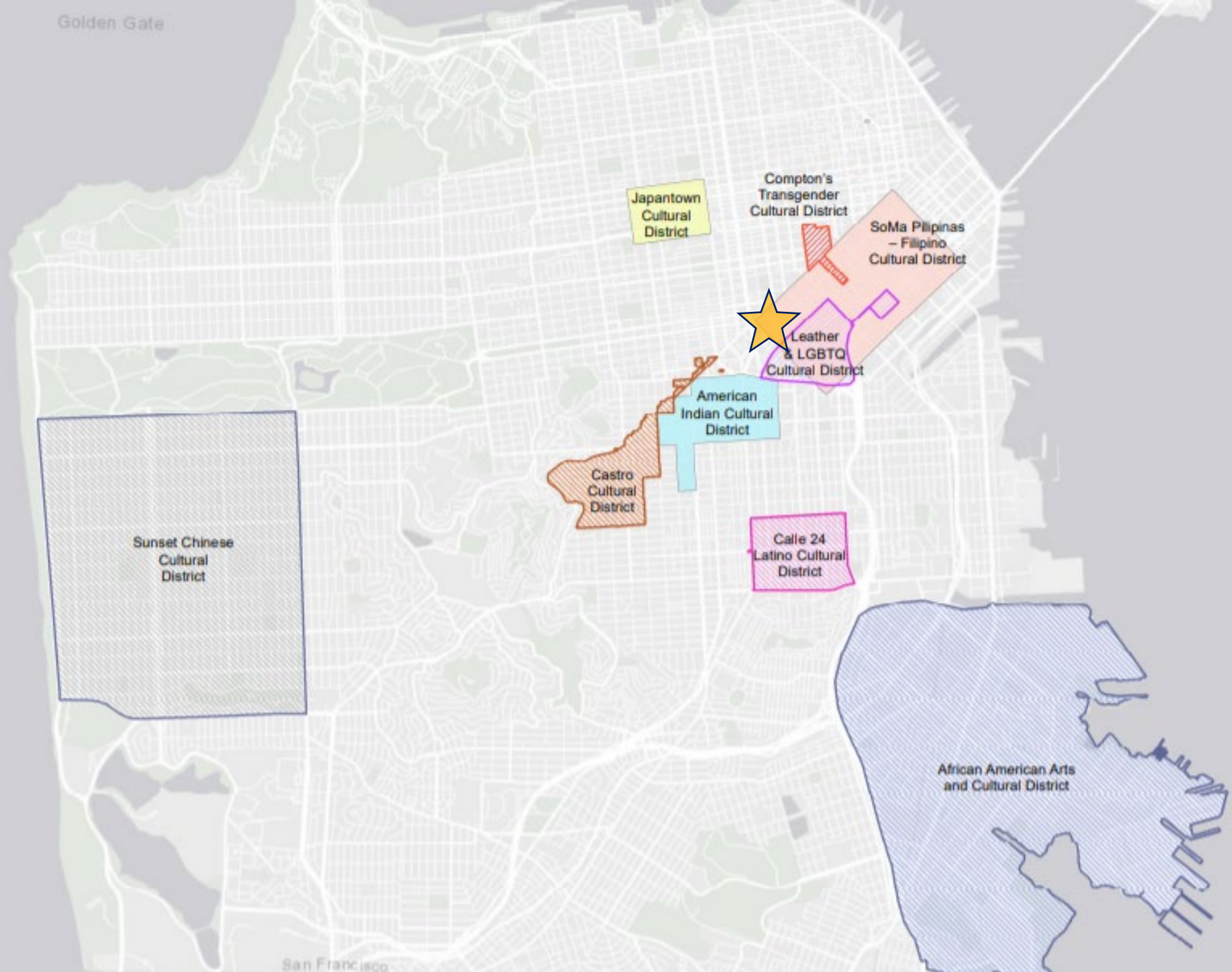
NATOMARAMA

JENIFER WOFFORD

VAC - NOVEMBER 20, 2024

sfac

Golden Gate



San Francisco

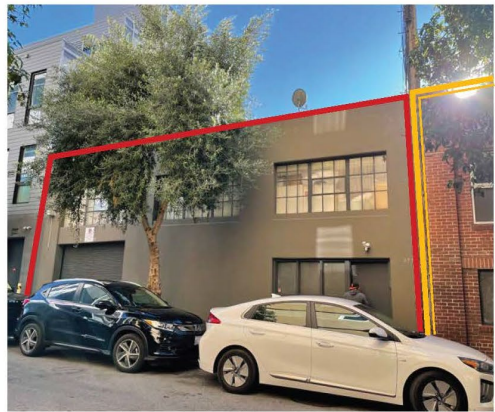




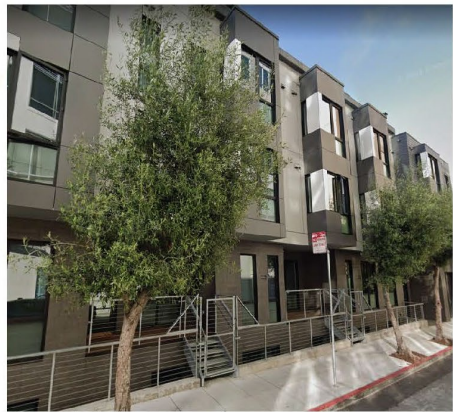
Image from PreVision Design



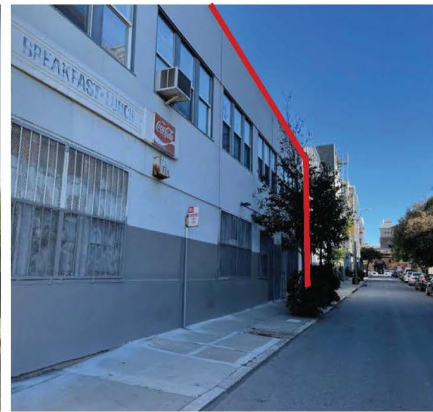
11th ST LOOKING NORTHEAST



MINNA ST LOOKING SOUTHEAST



MINNA RESIDENTIAL



NATOMA ST LOOKING NE



NATOMA RESIDENTIAL

SITE PLAN

ACTIVE

Spaces that support physical health and wellness activate the park entrance and provide a buffer against busy 11th Street.

- (a) Half basketball court (supports multiple uses)
- (b) Adult fitness area

GARDEN

Situated in the prime sun zone of the site, lush planting beds and winding paths frame and connect a variety of intimate spaces with individual and social seating.

- (c) Garden planting
- (d) Group seating areas
- (e) Quiet individual seating areas
- (f) Garden shade structure

PLAY




A nature exploration area links the school-age children's play area with the surrounding park plantings

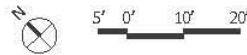
- (g) School-age children's play area
- (h) All-ages nature exploration area

OTHER ELEMENTS

- (i) Dog relief area
- (j) Recreation & Parks Dept Maintenance Shed
- (k) Community plaza
- (l) Terraced seating

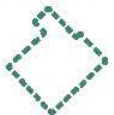
GATES & FENCING

-  11' tall art fence + 10' wide entry gate
-  8' tall park fence + RPD maintenance gates
-  8' louvered screening fence



11th & NATOMA PARK

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FURNISHINGS



a Freestanding benches (Qty: 3)



b Picnic table & bench (Qty: 2)



c Swing bench (Qty: 2)



d Cafe table & seats (Qty: 2)



e Pedestrian light (Qty: 10)



f Bottle filler (Qty: 1)



g 10'x10' storage container (Qty: 1)

Color swatches:



h Shade structure (Qty: 1)



i Louvered fence - 8' tall



j Wire fence - 8' tall



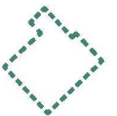
k Art fence + rolling gate - 11' tall



PUBLIC WORKS
Building Design & Construction

11th & NATOMA PARK

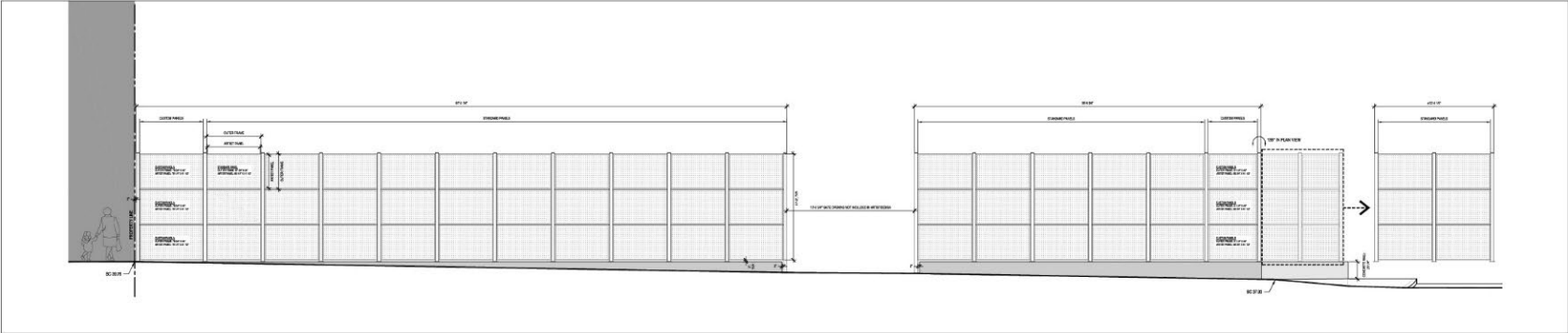
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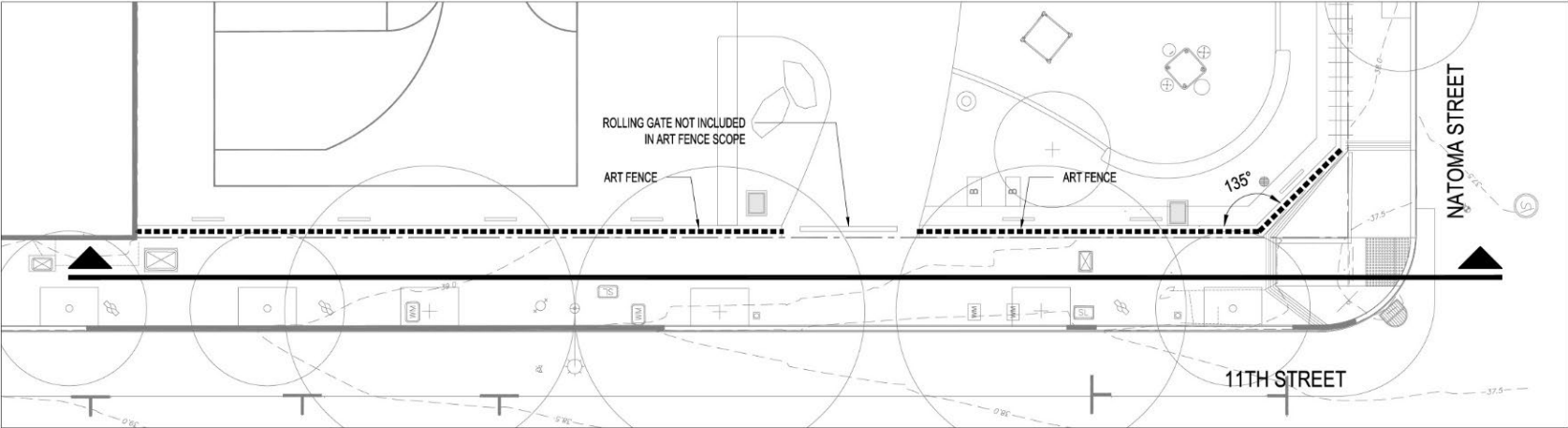


11TH AND NATOMA PARK: ART FENCE ELEVATION

ELEVATION



PLAN



ACCESS
FOR ALL
The Community Center at Park Street

Home
An Proposal for the 11th Street and Natoma
Public Art Project



created by
COLUMBIA

**ART PROPOSAL FOR
11th & Natoma PARK
Public ART project**



COLOR PALETTE



Natomarama
An Proposal for 11th and Natoma Park SAC Public Art Project
Jennifer K. Wolford



Natomarama

Art Proposal for 11th and Natoma Park SFAC Public Art Project

Jenifer K Wofford

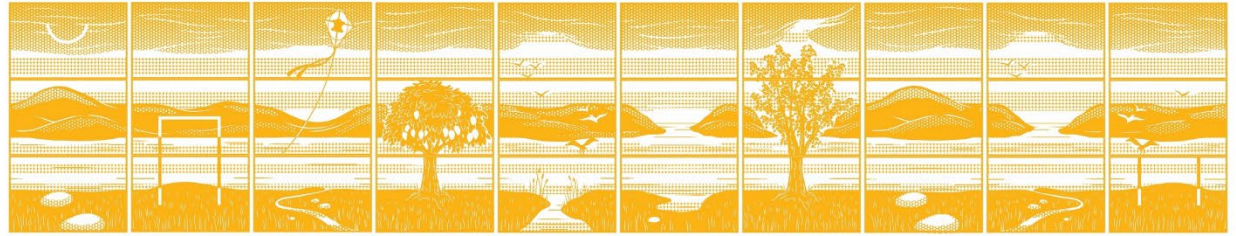
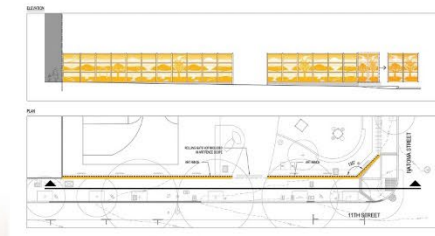
Infinite Landscape, Infinite City

Natomarama's design and title are based on the Myriorama, a classic card amusement of pictures in an infinite landscape. It also pays honor to pre-urban SOMA, and to later Filipino, leather, and queer histories of the area.



This gate design employs a series of panels stacked 3 high and arranged in various combinations to create different stories and meanings. As with a traditional Myriorama, each stack of images has multiple, consistent points of connection so that the panels are interchangeable.

A joyful warm yellow that evokes mango and ginkgo trees will complement the park's red-orange-green palette. Natomarama's color and imagery are all meant to inspire a sense of well-being and belonging, and to celebrate the diverse communities of SOMA.



Mystery, History

Fog. Mist. Bay. Birds. Marsh. Moon. Hills. Rock.

The gate's imagery and symbols refer to the natural world of the Bay and the presence of communities past and present, while other images are more mysterious, poetic and symbolic. Other images will be developed in conversation with the SOMA community.

The landscape evokes the Bay before colonization and urbanization, like the marshes that were originally present in what is now SOMA.

The ring-like moon reflects the circular motion and philosophy of the aikido dojo nearby. The portals and posts provide others gateway into dreamier realms.

The kite activates the sky further, adding lightness: it is emblazoned with a manufacturer's leather symbol as a subtle nod to SOMA's leather community.

Structures, Strength

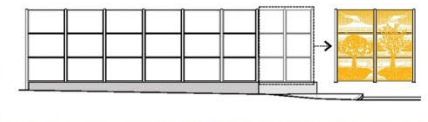
Two trees, mango and ginkgo, are featured prominently. These two trees are also showcased in the angled corner fence panels at Natoma and 11th.

Neither tree is native to the region, but both symbolize communities that have placed their roots in SOMA, and both are symbolic and mythological motifs in Philippines, Asian, queer and trans communities.

The heart-like mangos also resemble the heart-like rocks on the ground, which rest there as symbols of time and endurance.

All park gate panels will be made of strong, low-maintenance powder-coated aluminum that is very easy to clean and touch up.

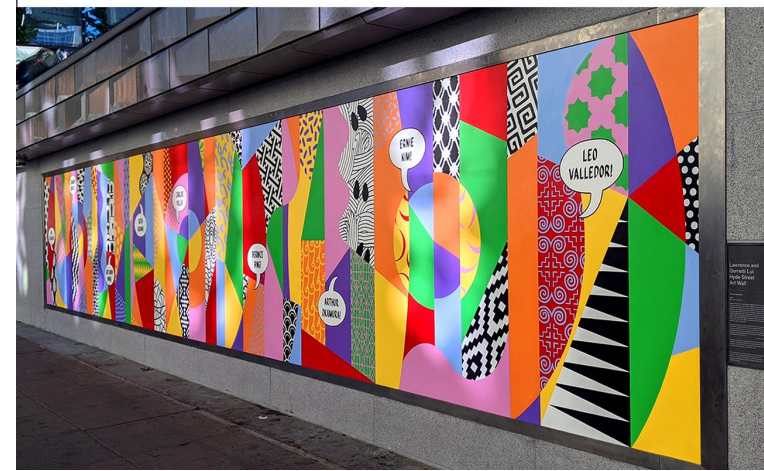
Fine perforated mesh and gradient screens connect the panels, creating both transparency and structural stability.



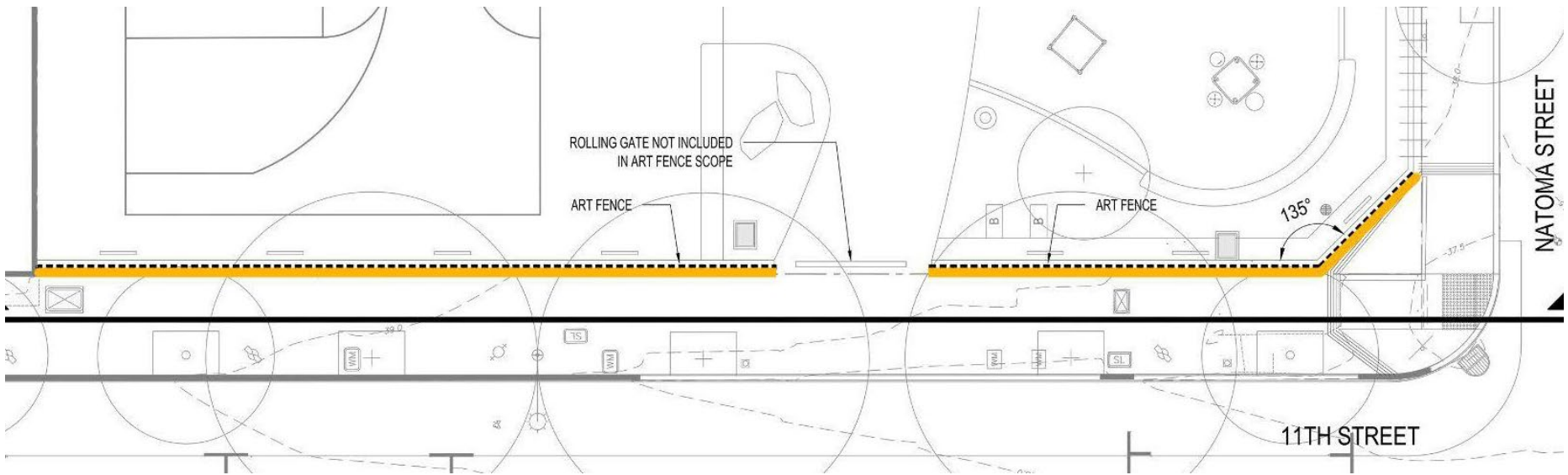
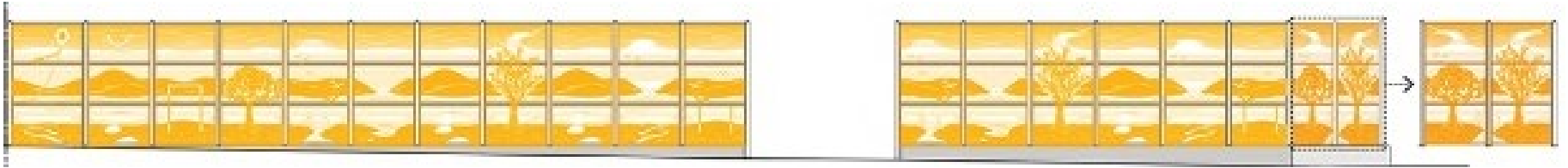
JENIFER WOFFORD

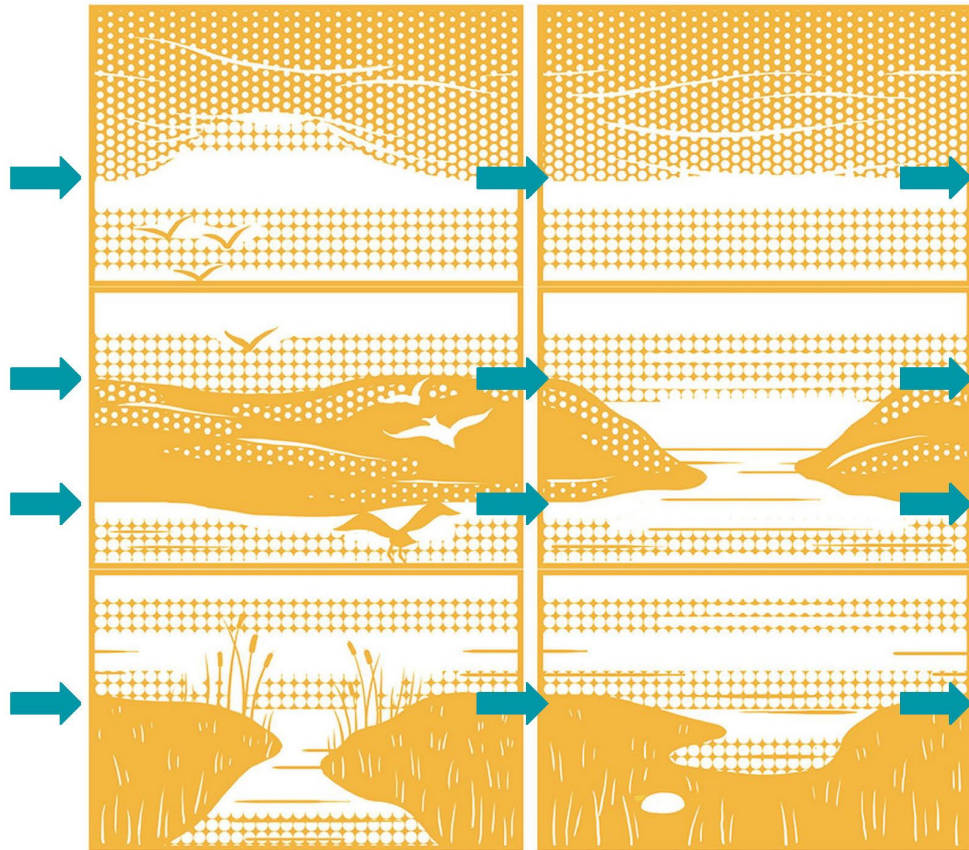
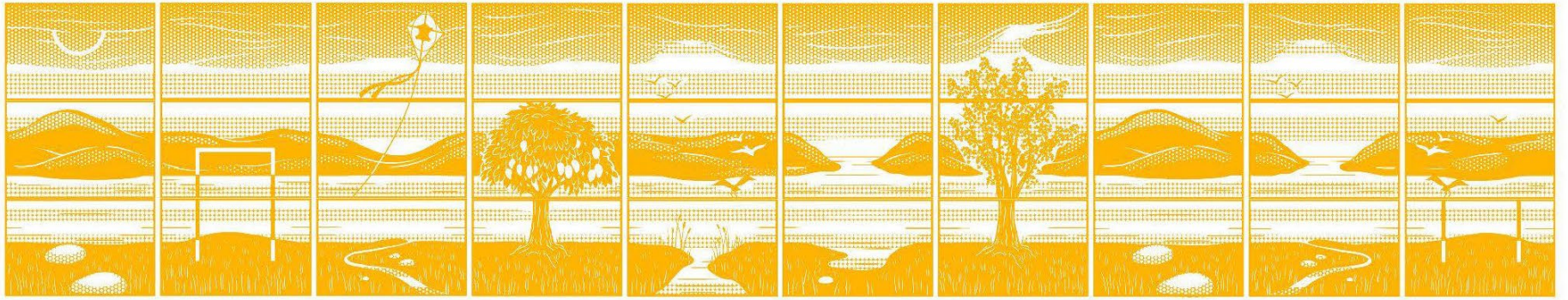
Jenifer Wofford is a San Francisco-based artist and educator whose work investigates hybridity, history and global culture. Collaboration, camaraderie and play are integral parts of her practice, and she employs a crisp visual style, a healthy appreciation for the absurd, lots of imagination, humor, and color.

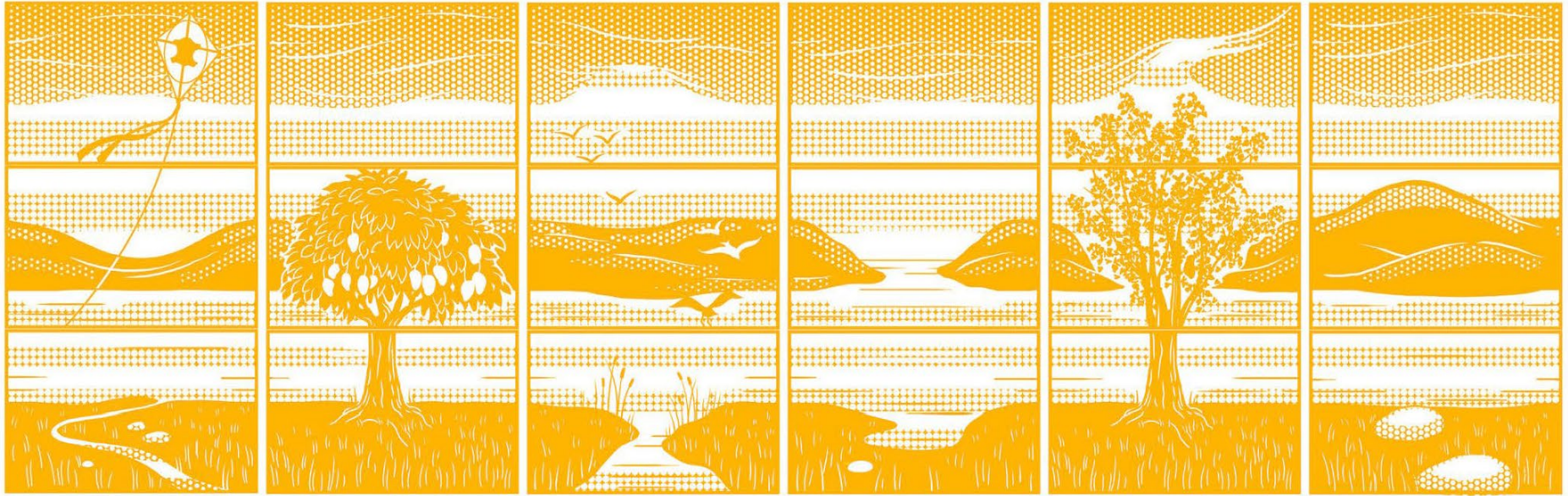


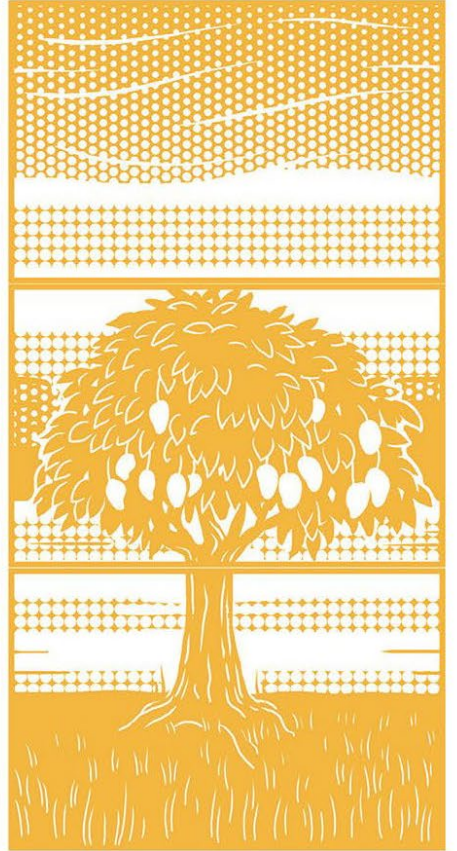
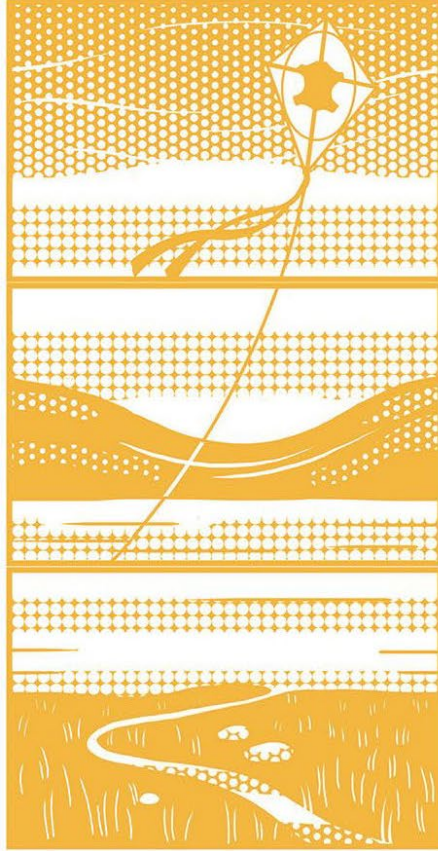
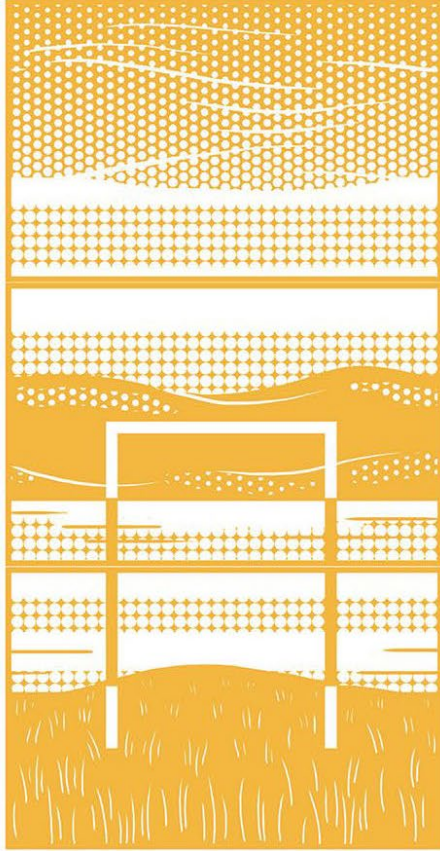
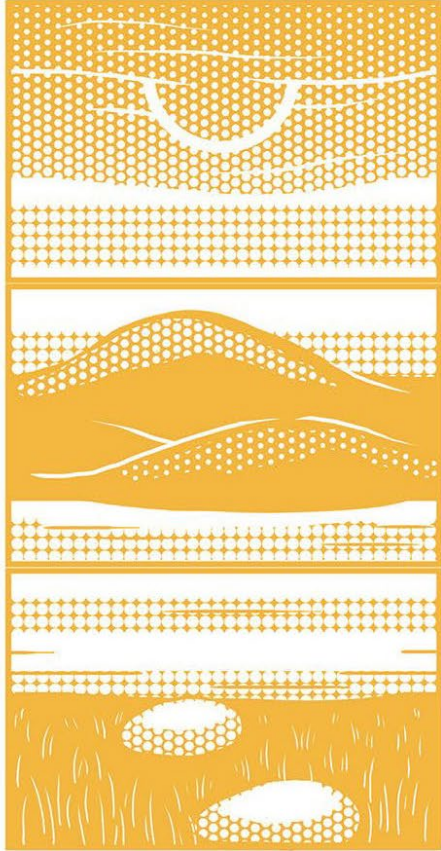


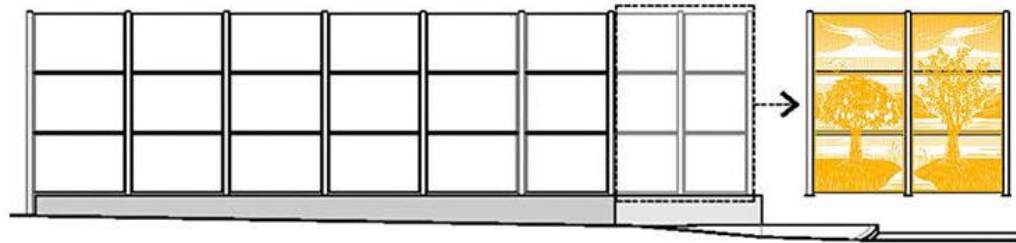


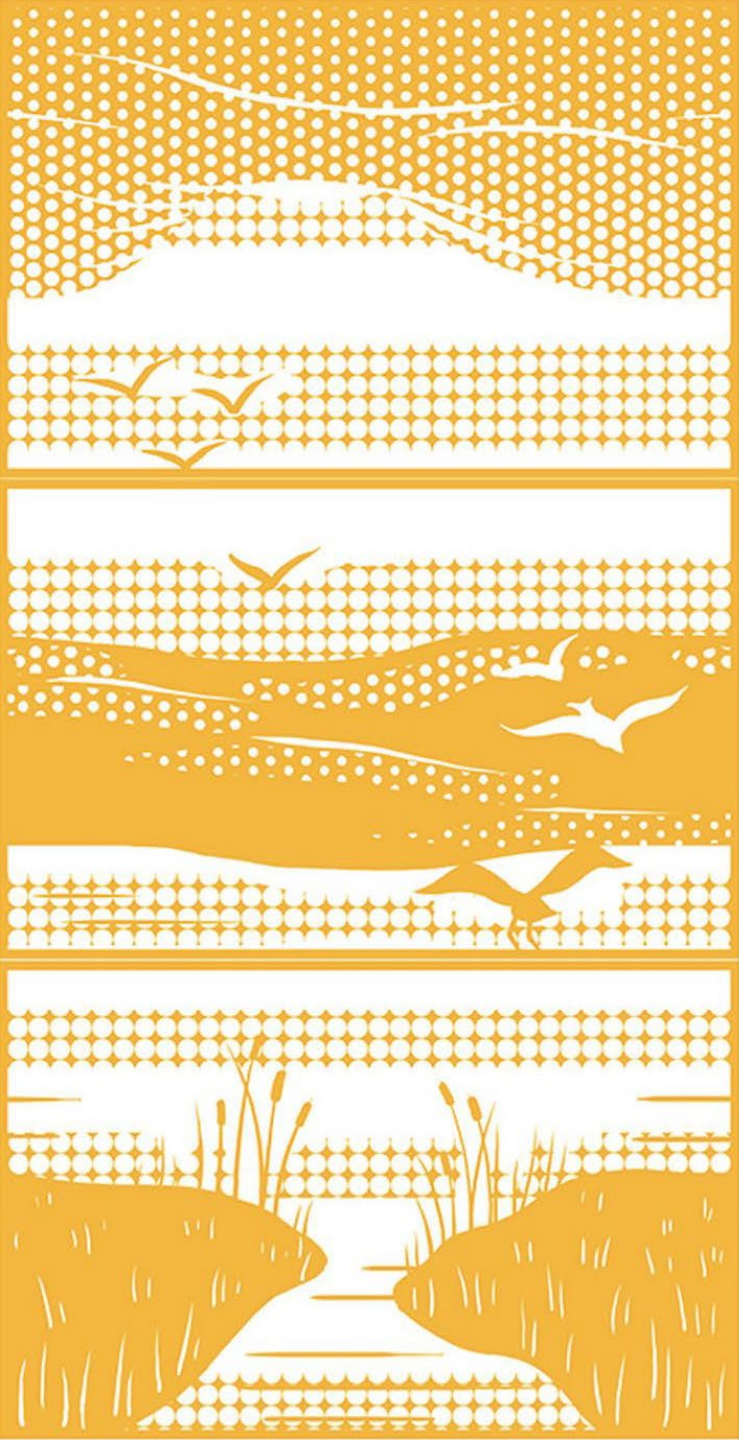














PROJECT TIMELINE

VAC Approval	November 20, 2024
Arts Commission Approval	December 2, 2024
Artist Under Contract	January 2025
Design Development Milestone	Spring 2025
Final Design + CD Approval	Fall 2025
Fabrication	Mid 2026
Artwork Installation	Late 2026