

Date: Monday, December 16, 2024
To: Visual Arts Committee
From: Sarah Madland, Director of Policy and Public Affairs, Recreation and Parks Department
Re: Temporary Art Activations on Basketball Courts and Great Highway

The Recreation and Parks Department (RPD) is initiating a series of art activations related to the following events:

- (1) Murals on RPD basketball courts in celebration of the NBA All Star Game in San Francisco on February 16, 2025; and
- (2) Art activations on the Upper Great Highway when it is permanently closed to cars following passage of Prop K. The intent of these activations is to transform the roadway to a recreational promenade, creating a fun and exciting destination with programming and activities that changes on a regular basis.

To facilitate an expedited review and approval of the multiple art installations, we request that the Commission authorize the Director of Cultural Affairs to approve the many art projects anticipated by this program for a period of one year.

Background on Prop K and Upper Great Highway Proposal

Prop K passed on December 5, 2024, with 54% of the vote. It requires the City to transform the Upper Great Highway to a permanent 24/7 recreational promenade for walking, biking, rolling and more. This supersedes the previously legislated Great Highway Pilot, which was to end December 31, 2025, with submittal of recommendations to the BOS regarding a preferred configuration. Further, the Great Highway Extension south of Sloat Blvd is also slated to close to vehicular traffic as part of the SFPUC's Ocean Beach Climate Change Adaptation Project. With Prop K's passage, the Great Highway Extension's southbound lanes will no longer be needed, and will likely close to vehicular traffic simultaneously with UGH's closure.

In addition to supporting traffic changes, additional infrastructure such as benches and garbage cans, signage and dune revegetation, the Recreation and Parks Department - in conjunction with community partners like the Friends of Great Highway Park and Building 180 - in order to enliven the new park with art and other activations, including:

- Temporary Public Art
 - Street murals at 8 major intersections:
 - Lincoln, Judah, Lawton, Noriega, Pacheco, Rivera, Taraval, Vicente
 - Placemaking Murals at 3 intersections:
 - Noriega, Judah, Sloat, Taraval or Vicente. Note these locations are subject to change. The idea is to prioritize retail corridors, transit lines and in the case of Sloat, a major node with vehicular access to the beach.
 - Bathroom wall murals at 2 locations – Judah & Taraval
 - Sculptures at multiple locations
 - Wave Heart, Rock Spinner, Ocean Calling, Giraffes (near Zoo)

- Recreation/Active use
 - Classes (recurring Yoga, fitness, dance, tai chi, etc.)
 - Mobile Rec
 - Other Games (Bean bag toss, Foursquare, hopscotch)
 - Guided walking tours
- Music Performances
 - Scheduled performances, such as the existing Second Sunday Serenades program and seasonal events such as Friday Jazz Happy Hour concerts featuring local musicians.

The projects that are subject to the Arts Commission's review and approval of temporary murals and the sculpture installations.

is coordinating with these organizations on maintenance plans to ensure the art continues to enrich the park experience for the duration of their temporary installment.

While no final decision have been made on pieces or locations, RPD has worked closely with neighbors and artists and is considering some of the following installations:





