

## **JFK Promenade Temporary Activation Staff Report**

SFAC Staff: Director of Public Art Trust and Special Initiatives Jill Manton

The Recreation and Park Department is initiating the activation of JFK Promenade in Golden Gate Park with a series of art installations and other activities. The intent of these activations is to make the roadway, which is permanently closed to cars, a new, fun and exciting destination with programming and activities that changes on a regular basis to encourage people to return again and again. The area to be activated starts at Kezar Drive and continues to Traverse Drive.

These activations will include temporary murals painted on the roadway, sculpture installations, areas designed for buskers and performances in addition to a variety of other offerings including games, food pop ups and Adirondack chairs for viewers to use while enjoying the proceedings. The Recreation and Park Department considers this as a six-month pilot program which will allow them to assess and fine tune the best long-term activations. Some of the activities will be handled by the Recreation and Park Department directly and others will be implemented through the issuance of permits to Illuminate the Arts, Paint the Void and community members.

The projects that are subject to the Arts Commission's approval are the temporary mural paintings and the sculpture installations. It is anticipated that some of the art projects may be more temporal in nature, while other projects may be in place for six months. 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 six months.