



Project team at 78 Haight Street is selecting an artwork to be located on the exterior of the new-construction, low-income housing project in the Hayes Valley neighborhood of San Francisco. 78 Haight Street will consist of 63 apartment homes. 32 of the homes will be for Transitional Age Youth (“TAY”), and 31 will be for adults earning up to 60% of California Tax Credit Allocation Committee (TCAC) Area Median Income (AMI). Tenderloin Neighborhood Development Corporation (“TNDC”) is partnering with Larkin Street Youth Services for the provision of on-site services for the TAY residents at 78 Haight.

78 Haight’s public art process is supported by the Hayes Valley Neighborhood Association (HVNA) and aims to further the work of the Market and Octavia Community Advisory Committee (MOCAC)’s Central Freeway Commemorative Project. It has involved members of the community from the initial selection phase and will continue to be inclusive of the Hayes Valley neighborhood until dedication.

The artwork selected for our building’s exterior wall will share previously untold stories of past residents and the history of the neighborhood. It will create a visual narrative of the people coming together and recognizing their collective power to force the removal of the freeway. The art installation will be printed onto a special film which will be applied onto the solar panels to be installed on the south face of the building, as supported by HVNA. This will meet the project’s goal of achieving the highest standards of sustainable design on-site as well as fulfilling a required art component of the project, achieving two goals with one solution.

A selection panel of six individuals, with four representatives from TNDC, one from Paulett Taggart Architects, and one representative from the Market and Octavia Community Advisory Committee and Art Professional, selected four artists in 2020 to compete as finalists for the award. The finalists have since submitted their proposals for the exterior wall at 78 Haight. As part of the selection process, the project team will present the finalists’ art proposals to the community at the Hayes Valley Neighborhood Association’s community meeting on Tuesday, May 18th, 2021, at 7:00 PM. We welcome your feedback during that time.